



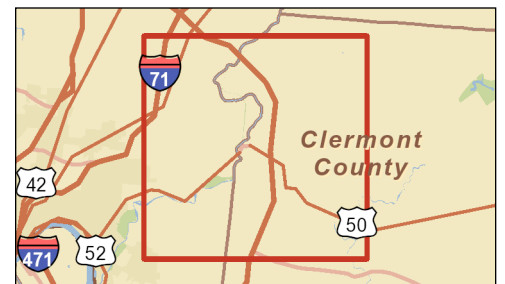
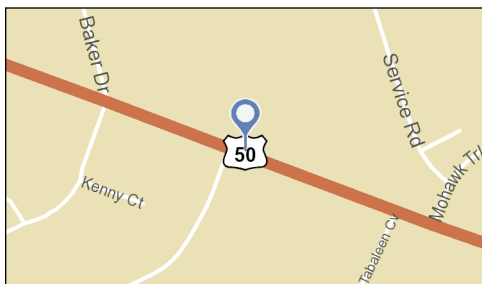
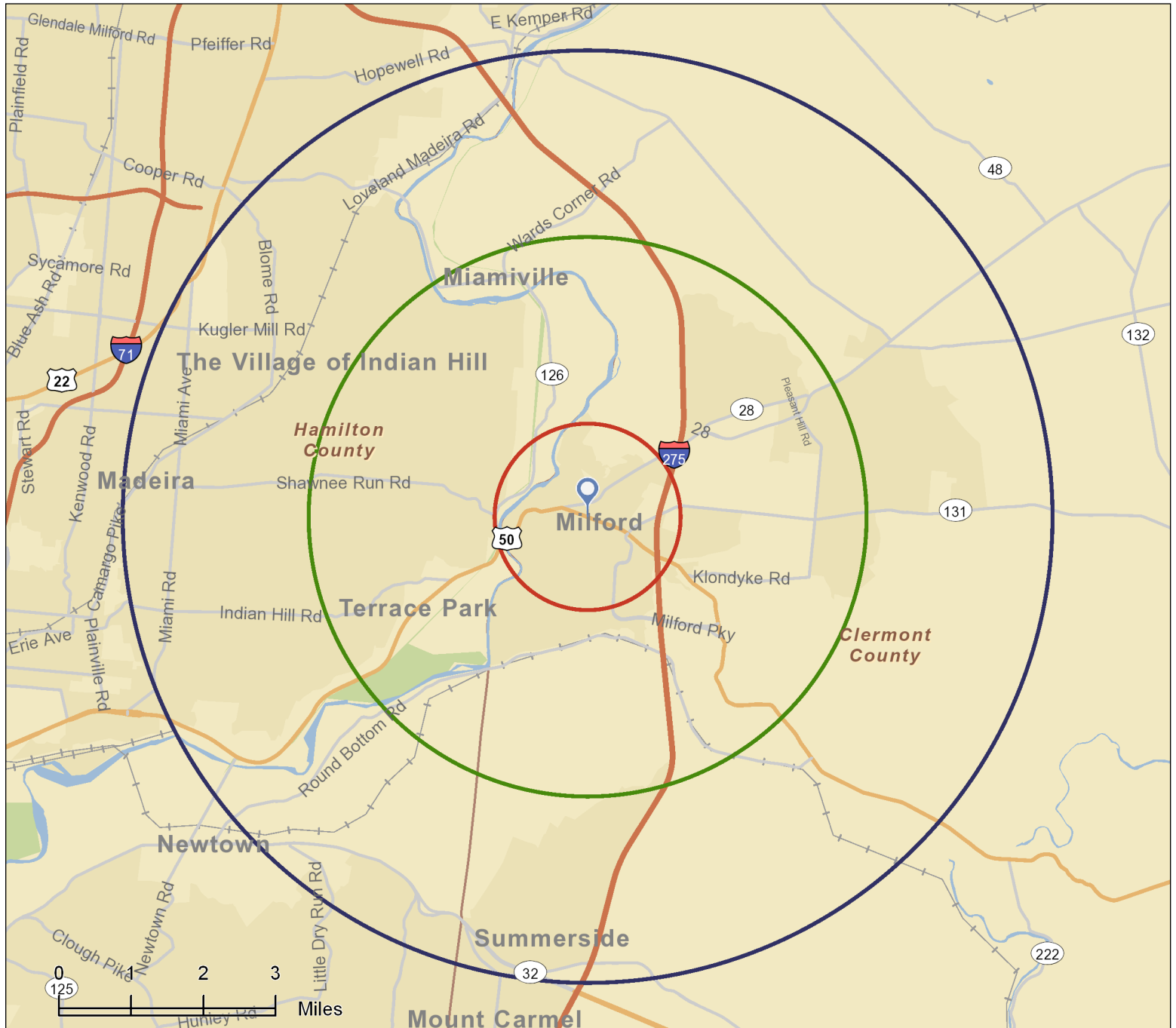
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Site Map

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184



March 27, 2012



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## Market Profile

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<b>Population Summary</b>			
2000 Total Population	5,692	24,343	73,364
2000 Group Quarters	123	297	655
2010 Total Population	5,864	26,583	79,429
2015 Total Population	5,949	27,482	82,395
2010-2015 Annual Rate	0.29%	0.67%	0.74%
<b>Household Summary</b>			
2000 Households	2,794	9,568	27,176
2000 Average Household Size	1.99	2.51	2.68
2010 Households	2,944	10,595	29,706
2010 Average Household Size	1.95	2.48	2.65
2015 Households	3,002	10,987	30,888
2015 Average Household Size	1.94	2.47	2.65
2010-2015 Annual Rate	0.39%	0.73%	0.78%
2000 Families	1,407	6,761	20,396
2000 Average Family Size	2.80	3.04	3.14
2010 Families	1,431	7,408	21,980
2010 Average Family Size	2.76	3.00	3.12
2015 Families	1,439	7,642	22,734
2015 Average Family Size	2.75	3.00	3.12
2010-2015 Annual Rate	0.11%	0.62%	0.68%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,966	9,971	28,136
Owner Occupied Housing Units	45.3%	71.4%	77.1%
Renter Occupied Housing Units	49.5%	24.7%	19.5%
Vacant Housing Units	5.2%	3.9%	3.4%
2010 Housing Units	3,231	11,334	31,541
Owner Occupied Housing Units	42.8%	69.0%	73.9%
Renter Occupied Housing Units	48.3%	24.5%	20.3%
Vacant Housing Units	8.9%	6.5%	5.8%
2015 Housing Units	3,363	11,904	33,118
Owner Occupied Housing Units	41.7%	68.6%	73.3%
Renter Occupied Housing Units	47.6%	23.7%	19.9%
Vacant Housing Units	10.7%	7.7%	6.7%
<b>Median Household Income</b>			
2000	\$31,406	\$52,973	\$59,662
2010	\$42,764	\$69,820	\$76,561
2015	\$51,410	\$79,782	\$85,170
<b>Median Home Value</b>			
2000	\$104,061	\$139,991	\$147,422
2010	\$130,566	\$171,660	\$176,121
2015	\$144,713	\$188,999	\$193,976
<b>Per Capita Income</b>			
2000	\$21,610	\$30,148	\$32,260
2010	\$27,296	\$34,691	\$37,374
2015	\$31,281	\$38,493	\$41,256
<b>Median Age</b>			
2000	39.8	38.0	37.0
2010	43.4	40.6	39.3
2015	44.4	40.5	39.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Income</b>			
Household Income Base	2,789	9,559	27,205
<\$15,000	22.3%	11.3%	8.3%
\$15,000 - \$24,999	15.8%	10.1%	8.4%
\$25,000 - \$34,999	17.1%	12.0%	10.1%
\$35,000 - \$49,999	15.1%	13.8%	14.6%
\$50,000 - \$74,999	15.8%	18.8%	20.1%
\$75,000 - \$99,999	7.2%	13.4%	14.3%
\$100,000 - \$149,999	4.3%	12.4%	13.1%
\$150,000 - \$199,999	0.4%	3.4%	4.8%
\$200,000+	1.9%	4.7%	6.4%
Average Household Income	\$45,137	\$76,877	\$86,525
<b>2010 Households by Income</b>			
Household Income Base	2,943	10,594	29,705
<\$15,000	17.1%	7.9%	5.8%
\$15,000 - \$24,999	12.1%	6.5%	5.1%
\$25,000 - \$34,999	12.6%	8.1%	6.2%
\$35,000 - \$49,999	16.0%	13.3%	13.1%
\$50,000 - \$74,999	18.2%	17.1%	18.2%
\$75,000 - \$99,999	13.6%	18.5%	18.4%
\$100,000 - \$149,999	6.9%	18.0%	18.5%
\$150,000 - \$199,999	1.4%	4.9%	6.7%
\$200,000+	2.0%	5.6%	8.0%
Average Household Income	\$55,448	\$87,799	\$99,640
<b>2015 Households by Income</b>			
Household Income Base	3,000	10,987	30,890
<\$15,000	15.7%	6.8%	4.8%
\$15,000 - \$24,999	9.9%	5.0%	3.8%
\$25,000 - \$34,999	9.9%	5.8%	4.3%
\$35,000 - \$49,999	12.5%	9.7%	9.1%
\$50,000 - \$74,999	21.3%	17.8%	18.9%
\$75,000 - \$99,999	15.8%	18.9%	18.5%
\$100,000 - \$149,999	10.2%	23.5%	23.6%
\$150,000 - \$199,999	2.0%	6.0%	8.0%
\$200,000+	2.6%	6.4%	9.0%
Average Household Income	\$63,198	\$97,157	\$109,715
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	1,336	7,069	21,674
<\$50,000	11.9%	7.6%	4.1%
\$50,000 - \$99,999	34.3%	21.1%	20.3%
\$100,000 - \$149,999	31.8%	26.2%	26.9%
\$150,000 - \$199,999	13.2%	20.9%	18.3%
\$200,000 - \$299,999	6.7%	12.2%	14.0%
\$300,000 - \$499,999	1.4%	6.8%	9.0%
\$500,000 - \$999,999	0.7%	3.2%	4.7%
\$1,000,000 +	0.0%	2.1%	2.6%
Average Home Value	\$120,042	\$192,828	\$218,234
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	1,461	2,499	5,424
With Cash Rent	94.0%	94.6%	95.8%
No Cash Rent	6.0%	5.4%	4.2%
Median Rent	\$436	\$465	\$503
Average Rent	\$456	\$486	\$524

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Age</b>			
Total	5,692	24,341	73,367
0 - 4	6.1%	6.8%	7.1%
5 - 9	5.7%	7.4%	8.1%
10 - 14	5.7%	8.0%	8.4%
15 - 24	11.6%	11.6%	11.5%
25 - 34	13.8%	11.3%	11.4%
35 - 44	14.9%	16.9%	17.8%
45 - 54	11.8%	15.2%	15.7%
55 - 64	8.0%	9.0%	8.7%
65 - 74	8.7%	6.9%	5.9%
75 - 84	8.3%	4.8%	3.9%
85 +	5.2%	2.1%	1.5%
18 +	79.0%	73.1%	71.4%
<b>2010 Population by Age</b>			
Total	5,864	26,583	79,428
0 - 4	5.8%	6.5%	7.0%
5 - 9	5.5%	6.9%	7.3%
10 - 14	4.9%	7.2%	7.6%
15 - 24	11.6%	11.8%	11.8%
25 - 34	12.4%	11.1%	11.1%
35 - 44	11.6%	12.5%	13.6%
45 - 54	13.7%	16.1%	16.7%
55 - 64	11.4%	12.9%	12.7%
65 - 74	8.4%	7.3%	6.5%
75 - 84	8.0%	5.0%	4.0%
85 +	6.7%	2.8%	2.0%
18 +	80.7%	75.3%	73.7%
<b>2015 Population by Age</b>			
Total	5,950	27,480	82,394
0 - 4	5.6%	6.3%	6.8%
5 - 9	5.4%	6.7%	7.2%
10 - 14	5.0%	7.2%	7.6%
15 - 24	10.9%	11.5%	11.5%
25 - 34	13.2%	11.7%	11.5%
35 - 44	10.6%	11.8%	13.0%
45 - 54	12.0%	14.1%	14.9%
55 - 64	12.8%	13.6%	13.3%
65 - 74	10.3%	9.3%	8.2%
75 - 84	7.6%	4.9%	3.9%
85 +	6.7%	2.8%	2.0%
18 +	81.0%	75.6%	74.0%
<b>2000 Population by Sex</b>			
Males	44.7%	47.9%	48.5%
Females	55.3%	52.1%	51.5%
<b>2010 Population by Sex</b>			
Males	45.3%	47.9%	48.4%
Females	54.7%	52.1%	51.6%
<b>2015 Population by Sex</b>			
Males	45.6%	48.0%	48.5%
Females	54.4%	52.0%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Population by Race/Ethnicity</b>			
Total	5,691	24,343	73,365
White Alone	96.1%	96.1%	95.9%
Black Alone	2.4%	2.0%	1.5%
American Indian Alone	0.1%	0.2%	0.1%
Asian or Pacific Islander Alone	0.4%	0.7%	1.4%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.7%	0.7%	0.8%
Hispanic Origin	0.7%	0.8%	0.9%
Diversity Index	8.9	9.2	9.6
<b>2010 Population by Race/Ethnicity</b>			
Total	5,864	26,582	79,430
White Alone	94.2%	94.6%	94.5%
Black Alone	3.9%	2.9%	2.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	1.0%	1.7%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	0.9%	0.9%	1.1%
Hispanic Origin	1.1%	1.3%	1.5%
Diversity Index	13.1	12.7	13.2
<b>2015 Population by Race/Ethnicity</b>			
Total	5,950	27,481	82,396
White Alone	93.3%	93.9%	93.9%
Black Alone	4.5%	3.3%	2.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	1.1%	1.9%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	1.3%	1.5%	1.9%
Diversity Index	14.9	14.4	15.1
<b>2000 Population 3+ by School Enrollment</b>			
Total	5,487	23,485	70,279
Enrolled in Nursery/Preschool	1.2%	2.1%	2.2%
Enrolled in Kindergarten	1.7%	1.6%	1.7%
Enrolled in Grade 1-8	9.5%	12.9%	13.9%
Enrolled in Grade 9-12	4.5%	6.8%	6.9%
Enrolled in College	2.7%	3.2%	3.3%
Enrolled in Grad/Prof School	0.5%	0.6%	0.8%
Not Enrolled in School	79.9%	72.7%	71.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	4,231	17,996	52,781
Less Than 9th Grade	5.5%	2.7%	1.8%
9th to 12th Grade, No Diploma	11.9%	6.7%	5.8%
High School Graduate	32.2%	24.6%	23.9%
Some College, No Degree	19.3%	18.3%	18.1%
Associate Degree	6.9%	8.8%	8.4%
Bachelor's Degree	15.2%	24.4%	25.9%
Graduate/Professional Degree	9.0%	14.6%	16.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Population 15+ by Marital Status</b>			
Total	4,909	21,131	62,143
Never Married	24.2%	22.4%	22.7%
Married	46.5%	60.9%	62.6%
Widowed	13.3%	7.1%	5.6%
Divorced	16.0%	9.6%	9.1%
<b>2000 Population 16+ by Employment Status</b>			
Total	4,680	18,694	54,817
In Labor Force	61.3%	67.6%	68.3%
Civilian Employed	58.5%	65.5%	66.3%
Civilian Unemployed	2.8%	2.1%	1.9%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	38.7%	32.4%	31.7%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.1%	90.0%	90.5%
Civilian Unemployed	12.9%	10.0%	9.5%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.4%	91.9%	92.3%
Civilian Unemployed	10.6%	8.1%	7.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	2,676	9,960	28,680
Own Children < 6 Only	6.8%	7.7%	8.5%
Employed/in Armed Forces	5.3%	5.2%	5.2%
Unemployed	0.4%	0.3%	0.2%
Not in Labor Force	1.2%	2.2%	3.1%
Own Children <6 and 6-17 Only	4.9%	6.1%	6.9%
Employed/in Armed Forces	3.1%	3.4%	3.5%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.8%	2.6%	3.2%
Own Children 6-17 Only	10.7%	19.2%	21.4%
Employed/in Armed Forces	6.7%	14.5%	15.4%
Unemployed	1.0%	0.3%	0.4%
Not in Labor Force	3.0%	4.3%	5.6%
No Own Children < 18	77.6%	67.0%	63.3%
Employed/in Armed Forces	35.8%	33.5%	32.6%
Unemployed	1.3%	1.3%	1.1%
Not in Labor Force	40.5%	32.2%	29.5%
<b>2010 Employed Population 16+ by Industry</b>			
Total	2,571	12,621	37,695
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	7.6%	5.6%	5.1%
Manufacturing	10.1%	11.1%	12.3%
Wholesale Trade	4.1%	4.9%	4.5%
Retail Trade	10.4%	11.5%	11.7%
Transportation/Utilities	2.8%	3.0%	3.2%
Information	1.0%	1.9%	2.0%
Finance/Insurance/Real Estate	7.7%	8.7%	8.8%
Services	53.7%	50.6%	50.1%
Public Administration	2.5%	2.6%	2.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	2,572	12,624	37,694
White Collar	55.7%	70.3%	72.4%
Management/Business/Financial	12.1%	18.6%	20.2%
Professional	18.7%	24.8%	25.9%
Sales	10.0%	13.3%	13.3%
Administrative Support	14.8%	13.6%	12.9%
Services	24.1%	14.9%	12.9%
Blue Collar	20.2%	14.8%	14.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.8%	4.0%	3.6%
Installation/Maintenance/Repair	2.3%	3.5%	3.3%
Production	5.8%	3.5%	3.9%
Transportation/Material Moving	5.4%	3.8%	3.9%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	2,662	12,004	35,833
Drove Alone - Car, Truck, or Van	81.0%	85.7%	86.0%
Carpooled - Car, Truck, or Van	9.2%	7.2%	7.0%
Public Transportation	1.4%	1.0%	1.1%
Walked	2.6%	1.1%	0.9%
Other Means	1.2%	0.7%	0.7%
Worked at Home	4.7%	4.2%	4.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	2,662	12,003	35,835
Did not Work at Home	95.3%	95.8%	95.8%
Less than 5 minutes	6.8%	3.4%	2.3%
5 to 9 minutes	7.8%	8.4%	7.3%
10 to 19 minutes	26.8%	21.2%	24.2%
20 to 24 minutes	16.5%	16.5%	17.5%
25 to 34 minutes	23.8%	28.8%	27.5%
35 to 44 minutes	6.1%	7.8%	7.9%
45 to 59 minutes	4.9%	6.9%	6.1%
60 to 89 minutes	1.3%	1.4%	1.8%
90 or more minutes	1.3%	1.4%	1.3%
Worked at Home	4.7%	4.2%	4.2%
Average Travel Time to Work (in min)	22.4	24.9	24.6
<b>2000 Households by Vehicles Available</b>			
Total	2,798	9,583	27,146
None	15.8%	6.6%	4.3%
1	41.7%	28.2%	24.3%
2	29.5%	42.7%	46.7%
3	10.6%	16.7%	17.4%
4	1.9%	3.7%	4.9%
5+	0.5%	2.1%	2.4%
Average Number of Vehicles Available	1.4	1.9	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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<b>2000 Households by Type</b>			
Total	2,793	9,568	27,176
Family Households	50.4%	70.7%	75.1%
Married-couple Family	37.8%	58.9%	63.9%
With Related Children	16.5%	29.0%	33.2%
Other Family (No Spouse)	12.6%	11.8%	11.2%
With Related Children	8.2%	7.7%	7.4%
Nonfamily Households	49.7%	29.3%	24.9%
Householder Living Alone	44.9%	25.5%	21.4%
Householder Not Living Alone	4.7%	3.8%	3.6%
Households with Related Children	24.7%	36.7%	40.6%
Households with Persons 65+	34.4%	24.6%	20.9%
<b>2000 Households by Size</b>			
Total	2,794	9,568	27,176
1 Person Household	44.9%	25.5%	21.4%
2 Person Household	28.2%	32.8%	32.8%
3 Person Household	12.6%	16.7%	17.3%
4 Person Household	8.9%	15.7%	17.8%
5 Person Household	3.9%	6.8%	7.9%
6 Person Household	1.2%	1.9%	2.1%
7 + Person Household	0.3%	0.6%	0.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	2,797	9,582	27,147
Moved in 1999 to March 2000	23.0%	15.8%	16.0%
Moved in 1995 to 1998	31.1%	29.1%	30.5%
Moved in 1990 to 1994	16.1%	17.3%	17.4%
Moved in 1980 to 1989	13.0%	17.4%	17.1%
Moved in 1970 to 1979	8.3%	10.6%	9.9%
Moved in 1969 or Earlier	8.6%	9.7%	9.1%
Median Year Householder Moved In	1995	1994	1994
<b>2000 Housing Units by Units in Structure</b>			
Total	2,969	9,982	28,093
1, Detached	42.9%	67.7%	75.9%
1, Attached	3.0%	3.6%	3.8%
2	2.5%	1.2%	0.8%
3 or 4	2.6%	1.7%	1.8%
5 to 9	5.5%	3.1%	3.2%
10 to 19	24.6%	12.0%	7.4%
20 +	14.6%	4.9%	3.7%
Mobile Home	4.4%	5.8%	3.4%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	2,970	9,981	28,093
1999 to March 2000	0.9%	1.6%	2.4%
1995 to 1998	5.5%	8.9%	9.2%
1990 to 1994	2.4%	7.5%	9.5%
1980 to 1989	7.3%	13.7%	15.9%
1970 to 1979	23.3%	20.7%	20.4%
1969 or Earlier	60.6%	47.7%	42.7%
Median Year Structure Built	1963	1971	1974

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Market Profile

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1. Retirement Communities	Sophisticated Squires	Sophisticated Squires	
2. Main Street, USA	Exurbanites	Boomburbs	
3. Simple Living	Cozy and Comfortable	Cozy and Comfortable	
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,990,208	\$22,291,005	\$71,026,173
Average Spent	\$1,355.34	\$2,103.95	\$2,390.98
Spending Potential Index	57	88	100
Computers & Accessories: Total \$	\$517,877	\$2,926,438	\$9,373,529
Average Spent	\$175.91	\$276.21	\$315.54
Spending Potential Index	80	126	143
Education: Total \$	\$2,992,641	\$17,163,433	\$54,595,421
Average Spent	\$1,016.50	\$1,619.98	\$1,837.86
Spending Potential Index	83	133	151
Entertainment/Recreation: Total \$	\$7,594,750	\$43,969,970	\$140,211,268
Average Spent	\$2,579.68	\$4,150.14	\$4,719.98
Spending Potential Index	80	129	146
Food at Home: Total \$	\$10,751,860	\$57,868,910	\$181,503,816
Average Spent	\$3,652.04	\$5,462.00	\$6,110.02
Spending Potential Index	82	122	137
Food Away from Home: Total \$	\$7,642,070	\$42,551,603	\$135,020,593
Average Spent	\$2,595.75	\$4,016.26	\$4,545.24
Spending Potential Index	81	125	141
Health Care: Total \$	\$9,137,960	\$48,923,503	\$150,911,611
Average Spent	\$3,103.86	\$4,617.68	\$5,080.19
Spending Potential Index	83	124	136
HH Furnishings & Equipment: Total \$	\$4,163,151	\$24,495,668	\$78,562,053
Average Spent	\$1,414.08	\$2,312.04	\$2,644.66
Spending Potential Index	69	112	128
Investments: Total \$	\$3,975,238	\$23,456,245	\$74,007,297
Average Spent	\$1,350.25	\$2,213.93	\$2,491.33
Spending Potential Index	78	127	143
Retail Goods: Total \$	\$55,312,861	\$314,706,873	\$999,266,162
Average Spent	\$18,787.91	\$29,703.83	\$33,638.63
Spending Potential Index	76	119	135
Shelter: Total \$	\$38,056,624	\$215,787,406	\$689,087,911
Average Spent	\$12,926.55	\$20,367.24	\$23,196.99
Spending Potential Index	82	129	147
TV/Video/Audio: Total \$	\$2,965,521	\$16,163,829	\$50,957,172
Average Spent	\$1,007.29	\$1,525.63	\$1,715.39
Spending Potential Index	81	123	138
Travel: Total \$	\$4,392,444	\$26,578,076	\$85,185,495
Average Spent	\$1,491.97	\$2,508.59	\$2,867.63
Spending Potential Index	79	133	151
Vehicle Maintenance & Repairs: Total \$	\$2,211,721	\$12,461,508	\$39,472,762
Average Spent	\$751.25	\$1,176.19	\$1,328.79
Spending Potential Index	80	125	141

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012



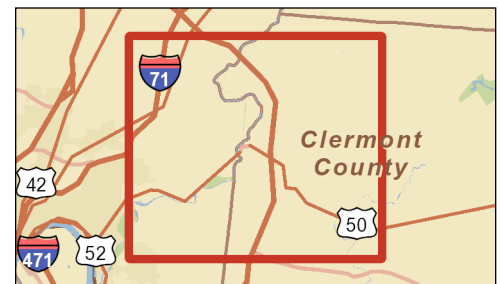
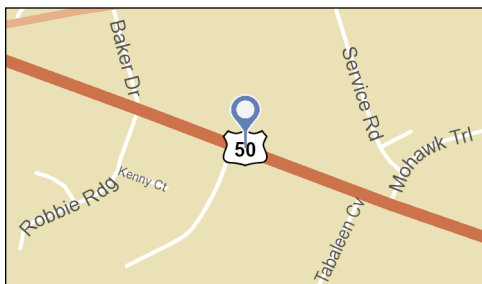
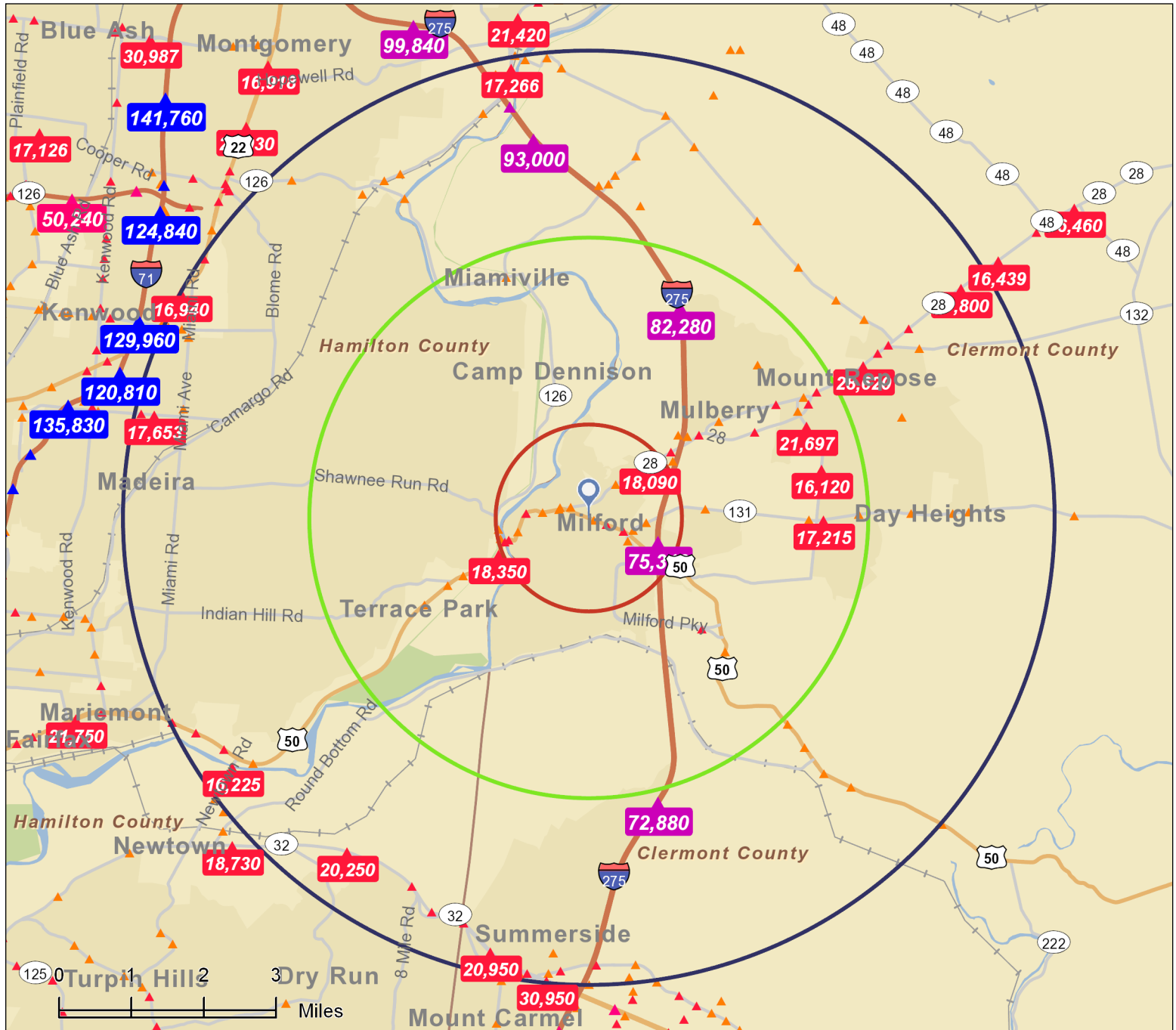
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



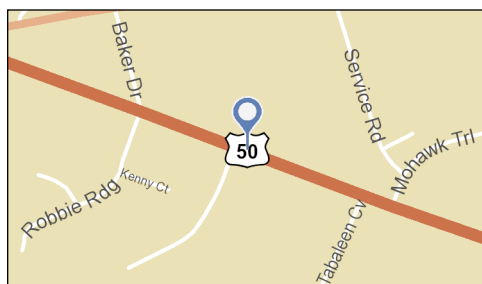
CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Traffic Count Map - Close Up

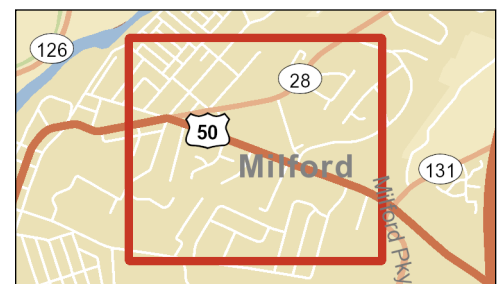
Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1, 3, 5 Miles

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



# Business Summary

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				519		1,272		2,777				
Total Employees:				5,928		14,810		30,098				
Total Residential Population:				5,864		26,583		79,429				
Employee/Residential Population Ratio:				1.01		0.56		0.38				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	2.2%	64	1.1%	34	2.7%	218	1.5%	79	2.8%	500	1.7%
Construction	27	5.1%	432	7.3%	125	9.8%	855	5.8%	296	10.6%	1,634	5.4%
Manufacturing	16	3.0%	570	9.6%	50	3.9%	1,267	8.6%	127	4.6%	3,892	12.9%
Transportation	11	2.1%	185	3.1%	24	1.9%	260	1.8%	61	2.2%	486	1.6%
Communication	2	0.4%	3	0.1%	6	0.5%	10	0.1%	9	0.3%	38	0.1%
Utility	0	0.0%	0	0.0%	3	0.2%	11	0.1%	8	0.3%	67	0.2%
Wholesale Trade	21	4.1%	209	3.5%	65	5.1%	906	6.1%	142	5.1%	1,449	4.8%
Retail Trade Summary	149	28.6%	2,674	45.1%	287	22.6%	5,404	36.5%	605	21.8%	8,711	28.9%
Home Improvement	8	1.6%	133	2.2%	26	2.1%	300	2.0%	51	1.8%	664	2.2%
General Merchandise Stores	6	1.1%	361	6.1%	11	0.9%	702	4.7%	14	0.5%	828	2.8%
Food Stores	14	2.8%	883	14.9%	28	2.2%	1,115	7.5%	61	2.2%	1,559	5.2%
Auto Dealers, Gas Stations, Auto Aftermarket	18	3.5%	183	3.1%	34	2.7%	317	2.1%	63	2.3%	574	1.9%
Apparel & Accessory Stores	1	0.2%	7	0.1%	7	0.5%	38	0.3%	33	1.2%	190	0.6%
Furniture & Home Furnishings	13	2.6%	142	2.4%	30	2.4%	969	6.5%	70	2.5%	1,294	4.3%
Eating & Drinking Places	41	7.8%	778	13.1%	73	5.7%	1,476	10.0%	140	5.1%	2,719	9.0%
Miscellaneous Retail	47	9.1%	187	3.2%	79	6.2%	487	3.3%	172	6.2%	883	2.9%
Finance, Insurance, Real Estate Summary	70	13.4%	332	5.6%	157	12.3%	1,027	6.9%	306	11.0%	2,482	8.2%
Banks, Savings & Lending Institutions	24	4.7%	144	2.4%	41	3.2%	290	2.0%	73	2.6%	416	1.4%
Securities Brokers	9	1.7%	14	0.2%	17	1.4%	85	0.6%	35	1.3%	131	0.4%
Insurance Carriers & Agents	18	3.4%	92	1.5%	47	3.7%	322	2.2%	78	2.8%	1,244	4.1%
Real Estate, Holding, Other Investment Offices	19	3.6%	83	1.4%	51	4.0%	331	2.2%	120	4.3%	692	2.3%
Services Summary	188	36.3%	1,307	22.1%	455	35.7%	4,529	30.6%	1,028	37.0%	10,207	33.9%
Hotels & Lodging	1	0.3%	19	0.3%	4	0.3%	45	0.3%	8	0.3%	101	0.3%
Automotive Services	25	4.8%	145	2.4%	46	3.7%	307	2.1%	89	3.2%	463	1.5%
Motion Pictures & Amusements	13	2.5%	151	2.5%	30	2.3%	240	1.6%	86	3.1%	671	2.2%
Health Services	24	4.6%	364	6.1%	51	4.0%	875	5.9%	114	4.1%	1,840	6.1%
Legal Services	7	1.4%	13	0.2%	14	1.1%	22	0.1%	24	0.9%	52	0.2%
Education Institutions & Libraries	8	1.5%	119	2.0%	22	1.7%	744	5.0%	63	2.3%	2,309	7.7%
Other Services	109	21.1%	497	8.4%	288	22.6%	2,295	15.5%	644	23.2%	4,771	15.9%
Government	17	3.2%	149	2.5%	28	2.2%	300	2.0%	47	1.7%	587	1.9%
Other	8	1.6%	3	0.0%	39	3.0%	23	0.2%	68	2.5%	44	0.1%
Totals	519	100%	5,928	100%	1,272	100%	14,810	100%	2,777	100%	30,098	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



## Business Summary

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Rings: 1, 3, 5 miles radii

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	2	0.0%	4	0.3%	4	0.0%	7	0.3%	11	0.0%
Mining	2	0.3%	5	0.1%	3	0.2%	14	0.1%	3	0.1%	15	0.1%
Utilities	0	0.0%	0	0.0%	2	0.2%	7	0.0%	4	0.1%	40	0.1%
Construction	27	5.3%	433	7.3%	131	10.3%	895	6.0%	311	11.2%	1,716	5.7%
Manufacturing	17	3.2%	553	9.3%	55	4.3%	1,220	8.2%	132	4.8%	3,564	11.8%
Wholesale Trade	19	3.7%	201	3.4%	62	4.9%	873	5.9%	137	4.9%	1,409	4.7%
Retail Trade	101	19.4%	1,872	31.6%	200	15.7%	3,881	26.2%	442	15.9%	5,875	19.5%
Motor Vehicle & Parts Dealers	13	2.5%	166	2.8%	23	1.8%	270	1.8%	41	1.5%	473	1.6%
Furniture & Home Furnishings Stores	5	1.0%	32	0.5%	9	0.7%	62	0.4%	20	0.7%	124	0.4%
Electronics & Appliance Stores	6	1.1%	106	1.8%	16	1.3%	898	6.1%	42	1.5%	1,108	3.7%
Bldg Material & Garden Equipment & Supplies Dealers	7	1.4%	133	2.2%	25	1.9%	274	1.8%	47	1.7%	609	2.0%
Food & Beverage Stores	7	1.4%	855	14.4%	18	1.4%	1,075	7.3%	53	1.9%	1,501	5.0%
Health & Personal Care Stores	10	1.9%	57	1.0%	20	1.6%	281	1.9%	33	1.2%	430	1.4%
Gasoline Stations	5	1.0%	17	0.3%	11	0.9%	47	0.3%	22	0.8%	102	0.3%
Clothing & Clothing Accessories Stores	4	0.8%	28	0.5%	11	0.9%	64	0.4%	44	1.6%	234	0.8%
Sport Goods, Hobby, Book, & Music Stores	10	1.8%	28	0.5%	16	1.3%	47	0.3%	43	1.6%	154	0.5%
General Merchandise Stores	6	1.1%	361	6.1%	11	0.9%	702	4.7%	14	0.5%	828	2.8%
Miscellaneous Store Retailers	26	5.0%	88	1.5%	37	2.9%	157	1.1%	75	2.7%	283	0.9%
Nonstore Retailers	1	0.3%	1	0.0%	3	0.2%	6	0.0%	7	0.3%	28	0.1%
Transportation & Warehousing	14	2.7%	205	3.5%	29	2.3%	281	1.9%	55	2.0%	446	1.5%
Information	8	1.4%	30	0.5%	25	2.0%	157	1.1%	48	1.7%	650	2.2%
Finance & Insurance	51	9.8%	249	4.2%	106	8.3%	697	4.7%	189	6.8%	1,794	6.0%
Central Bank/Credit Intermediation & Related Activities	24	4.7%	144	2.4%	40	3.2%	290	2.0%	72	2.6%	415	1.4%
Securities, Commodity Contracts & Other Financial	9	1.7%	14	0.2%	18	1.4%	85	0.6%	36	1.3%	131	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	18	3.4%	92	1.5%	47	3.7%	322	2.2%	81	2.9%	1,248	4.1%
Real Estate, Rental & Leasing	23	4.5%	101	1.7%	56	4.4%	333	2.2%	130	4.7%	718	2.4%
Professional, Scientific & Tech Services	47	9.1%	232	3.9%	137	10.7%	1,199	8.1%	283	10.2%	2,012	6.7%
Legal Services	8	1.6%	17	0.3%	18	1.4%	52	0.4%	30	1.1%	92	0.3%
Management of Companies & Enterprises	1	0.1%	12	0.2%	3	0.2%	52	0.4%	6	0.2%	58	0.2%
Administrative & Support & Waste Management & Remediation	14	2.8%	64	1.1%	48	3.8%	345	2.3%	138	5.0%	714	2.4%
Educational Services	8	1.6%	121	2.0%	24	1.9%	739	5.0%	73	2.6%	2,404	8.0%
Health Care & Social Assistance	30	5.8%	401	6.8%	67	5.3%	1,054	7.1%	144	5.2%	2,476	8.2%
Arts, Entertainment & Recreation	13	2.6%	158	2.7%	23	1.8%	220	1.5%	71	2.5%	885	2.9%
Accommodation & Food Services	44	8.5%	809	13.6%	78	6.2%	1,534	10.4%	151	5.4%	2,834	9.4%
Accommodation	1	0.3%	19	0.3%	4	0.3%	45	0.3%	8	0.3%	101	0.3%
Food Services & Drinking Places	43	8.2%	790	13.3%	75	5.9%	1,489	10.1%	144	5.2%	2,733	9.1%
Other Services (except Public Administration)	73	14.1%	323	5.5%	153	12.0%	973	6.6%	336	12.1%	1,834	6.1%
Automotive Repair & Maintenance	19	3.6%	115	1.9%	35	2.7%	254	1.7%	68	2.5%	382	1.3%
Public Administration	17	3.2%	149	2.5%	28	2.2%	300	2.0%	47	1.7%	587	1.9%
Unclassified Establishments	9	1.8%	8	0.1%	40	3.1%	32	0.2%	70	2.5%	58	0.2%
<b>Total</b>	<b>519</b>	<b>100%</b>	<b>5,928</b>	<b>100%</b>	<b>1,272</b>	<b>100%</b>	<b>14,810</b>	<b>100%</b>	<b>2,777</b>	<b>100%</b>	<b>30,098</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012





# Retail MarketPlace Profile

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

## Summary Demographics

2010 Population	5,864
2010 Households	2,944
2010 Median Disposable Income	\$34,807
2010 Per Capita Income	\$27,297

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$60,659,277	\$253,677,000	\$-193,017,723	-61.4	156
Total Retail Trade	44-45	\$51,711,226	\$214,424,885	\$-162,713,659	-61.1	108
Total Food & Drink	722	\$8,948,051	\$39,252,115	\$-30,304,063	-62.9	48

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$11,698,529	\$42,052,311	\$-30,353,782	-56.5	13
Automobile Dealers	4411	\$9,916,954	\$38,550,333	\$-28,633,379	-59.1	6
Other Motor Vehicle Dealers	4412	\$805,298	\$0	\$805,298	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$976,277	\$3,501,978	\$-2,525,701	-56.4	7
Furniture & Home Furnishings Stores	442	\$861,236	\$3,724,722	\$-2,863,486	-62.4	6
Furniture Stores	4421	\$440,683	\$1,751,232	\$-1,310,549	-59.8	4
Home Furnishings Stores	4422	\$420,553	\$1,973,490	\$-1,552,937	-64.9	2
Electronics & Appliance Stores	4431	\$2,108,860	\$8,470,521	\$-6,361,661	-60.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,910,353	\$3,416,434	\$-1,506,081	-28.3	7
Bldg Material & Supplies Dealers	4441	\$1,803,940	\$3,267,058	\$-1,463,117	-28.9	5
Lawn & Garden Equip & Supply Stores	4442	\$106,413	\$149,376	\$-42,964	-16.8	3
Food & Beverage Stores	445	\$9,432,303	\$93,941,496	\$-84,509,193	-81.8	7
Grocery Stores	4451	\$9,039,964	\$91,730,748	\$-82,690,784	-82.1	5
Specialty Food Stores	4452	\$135,621	\$2,210,748	\$-2,075,127	-88.4	2
Beer, Wine & Liquor Stores	4453	\$256,719	\$0	\$256,719	100.0	0
Health & Personal Care Stores	446,4461	\$1,090,614	\$7,096,482	\$-6,005,868	-73.4	11
Gasoline Stations	447,4471	\$8,652,144	\$11,201,737	\$-2,549,593	-12.8	5
Clothing & Clothing Accessories Stores	448	\$1,513,030	\$1,380,220	\$132,810	4.6	5
Clothing Stores	4481	\$1,098,734	\$494,561	\$604,174	37.9	2
Shoe Stores	4482	\$240,611	\$0	\$240,611	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$173,685	\$885,659	\$-711,974	-67.2	3
Sporting Goods, Hobby, Book & Music Stores	451	\$243,221	\$756,079	\$-512,858	-51.3	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$186,407	\$756,079	\$-569,672	-60.4	11
Book, Periodical & Music Stores	4512	\$56,814	\$0	\$56,814	100.0	0
General Merchandise Stores	452	\$8,579,102	\$38,586,597	\$-30,007,494	-63.6	5
Department Stores Excluding Leased Depts.	4521	\$3,628,179	\$19,011,802	\$-15,383,622	-67.9	3
Other General Merchandise Stores	4529	\$4,950,923	\$19,574,795	\$-14,623,872	-59.6	2
Miscellaneous Store Retailers	453	\$729,833	\$3,311,541	\$-2,581,708	-63.9	29
Florists	4531	\$39,594	\$356,150	\$-316,556	-80.0	5
Office Supplies, Stationery & Gift Stores	4532	\$251,466	\$1,032,525	\$-781,059	-60.8	6
Used Merchandise Stores	4533	\$16,889	\$320,059	\$-303,170	-90.0	4
Other Miscellaneous Store Retailers	4539	\$421,885	\$1,602,807	\$-1,180,922	-58.3	13
Nonstore Retailers	454	\$4,892,000	\$486,747	\$4,405,253	81.9	1
Electronic Shopping & Mail-Order Houses	4541	\$4,548,047	\$0	\$4,548,047	100.0	0
Vending Machine Operators	4542	\$8,061	\$0	\$8,061	100.0	0
Direct Selling Establishments	4543	\$335,892	\$486,747	\$-150,854	-18.3	1
Food Services & Drinking Places	722	\$8,948,051	\$39,252,115	\$-30,304,063	-62.9	48
Full-Service Restaurants	7221	\$3,196,833	\$14,156,368	\$-10,959,535	-63.2	24
Limited-Service Eating Places	7222	\$4,950,686	\$24,473,538	\$-19,522,852	-66.3	23
Special Food Services	7223	\$626,479	\$622,208	\$4,271	0.3	1
Drinking Places - Alcoholic Beverages	7224	\$174,053	\$0	\$174,053	100.0	0

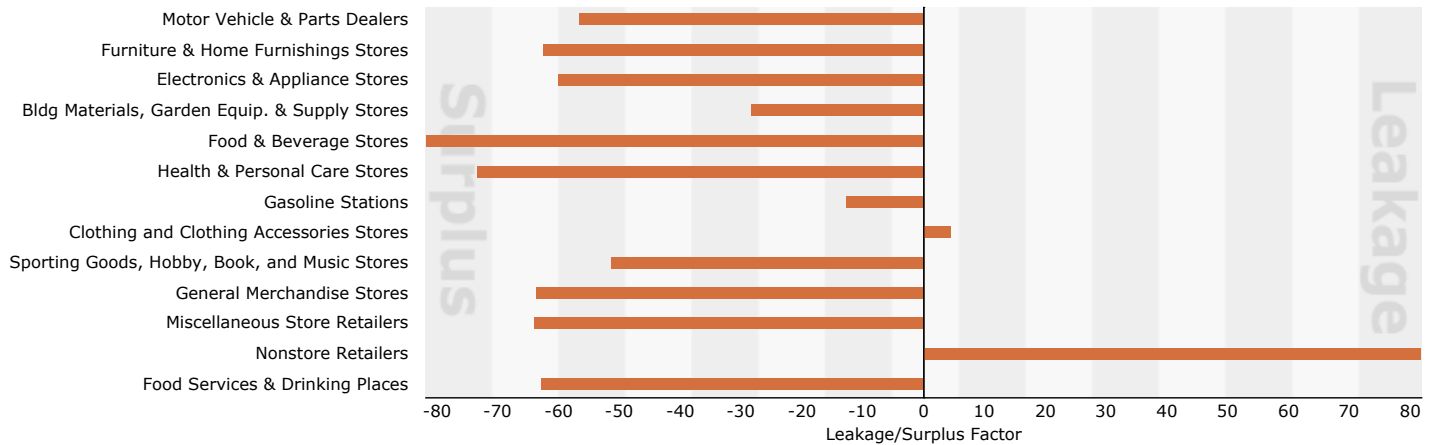
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Source: Esri and Infogroup

March 27, 2012

Made with Esri Business Analyst

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

## Summary Demographics

2010 Population	26,583
2010 Households	10,595
2010 Median Disposable Income	\$53,064
2010 Per Capita Income	\$34,691

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$338,703,038	\$492,504,785	\$-153,801,747	-18.5	282
Total Retail Trade	44-45	\$288,659,803	\$422,161,080	\$-133,501,277	-18.8	203
Total Food & Drink	722	\$50,043,235	\$70,343,706	\$-20,300,471	-16.9	79

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$67,796,624	\$59,992,386	\$7,804,237	6.1	20
Automobile Dealers	4411	\$57,273,291	\$54,193,492	\$3,079,799	2.8	8
Other Motor Vehicle Dealers	4412	\$5,117,617	\$27,385	\$5,090,232	98.9	0
Auto Parts, Accessories & Tire Stores	4413	\$5,405,716	\$5,771,510	\$-365,794	-3.3	12
Furniture & Home Furnishings Stores	442	\$6,015,721	\$6,354,453	\$-338,732	-2.7	9
Furniture Stores	4421	\$3,288,840	\$2,478,136	\$810,704	14.1	5
Home Furnishings Stores	4422	\$2,726,881	\$3,876,316	\$-1,149,436	-17.4	5
Electronics & Appliance Stores	4431	\$12,088,645	\$65,908,922	\$-53,820,277	-69.0	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,018,980	\$30,591,918	\$-18,572,938	-43.6	24
Bldg Material & Supplies Dealers	4441	\$11,338,531	\$29,409,931	\$-18,071,400	-44.3	16
Lawn & Garden Equip & Supply Stores	4442	\$680,449	\$1,181,987	\$-501,538	-26.9	8
Food & Beverage Stores	445	\$50,658,043	\$108,484,936	\$-57,826,893	-36.3	18
Grocery Stores	4451	\$48,126,264	\$105,752,947	\$-57,626,683	-37.4	13
Specialty Food Stores	4452	\$933,774	\$2,502,420	\$-1,568,646	-45.7	4
Beer, Wine & Liquor Stores	4453	\$1,598,005	\$229,570	\$1,368,435	74.9	1
Health & Personal Care Stores	446,4461	\$6,798,719	\$21,584,368	\$-14,785,648	-52.1	22
Gasoline Stations	447,4471	\$46,316,690	\$25,774,426	\$20,542,264	28.5	9
Clothing & Clothing Accessories Stores	448	\$9,707,958	\$3,977,517	\$5,730,440	41.9	12
Clothing Stores	4481	\$7,134,114	\$2,308,040	\$4,826,075	51.1	7
Shoe Stores	4482	\$1,367,261	\$594,031	\$773,229	39.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,206,583	\$1,075,447	\$131,136	5.7	4
Sporting Goods, Hobby, Book & Music Stores	451	\$1,915,725	\$1,576,038	\$339,687	9.7	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,346,156	\$1,229,449	\$116,708	4.5	16
Book, Periodical & Music Stores	4512	\$569,568	\$346,589	\$222,979	24.3	1
General Merchandise Stores	452	\$46,689,425	\$90,789,606	\$-44,100,181	-32.1	10
Department Stores Excluding Leased Depts.	4521	\$19,535,781	\$41,910,052	\$-22,374,271	-36.4	4
Other General Merchandise Stores	4529	\$27,153,644	\$48,879,554	\$-21,725,910	-28.6	6
Miscellaneous Store Retailers	453	\$4,673,758	\$6,046,726	\$-1,372,969	-12.8	43
Florists	4531	\$330,056	\$534,086	\$-204,030	-23.6	8
Office Supplies, Stationery & Gift Stores	4532	\$1,717,432	\$2,111,043	\$-393,611	-10.3	12
Used Merchandise Stores	4533	\$166,577	\$381,101	\$-214,524	-39.2	7
Other Miscellaneous Store Retailers	4539	\$2,459,693	\$3,020,496	\$-560,804	-10.2	16
Nonstore Retailers	454	\$23,979,516	\$1,079,783	\$22,899,732	91.4	3
Electronic Shopping & Mail-Order Houses	4541	\$20,681,248	\$0	\$20,681,248	100.0	0
Vending Machine Operators	4542	\$329,448	\$0	\$329,448	100.0	0
Direct Selling Establishments	4543	\$2,968,820	\$1,079,783	\$1,889,037	46.7	3
Food Services & Drinking Places	722	\$50,043,235	\$70,343,706	\$-20,300,471	-16.9	79
Full-Service Restaurants	7221	\$18,931,596	\$27,615,002	\$-8,683,405	-18.7	39
Limited-Service Eating Places	7222	\$26,566,701	\$40,921,210	\$-14,354,510	-21.3	37
Special Food Services	7223	\$3,521,084	\$1,590,787	\$1,930,298	37.8	1
Drinking Places - Alcoholic Beverages	7224	\$1,023,853	\$216,707	\$807,146	65.1	2

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

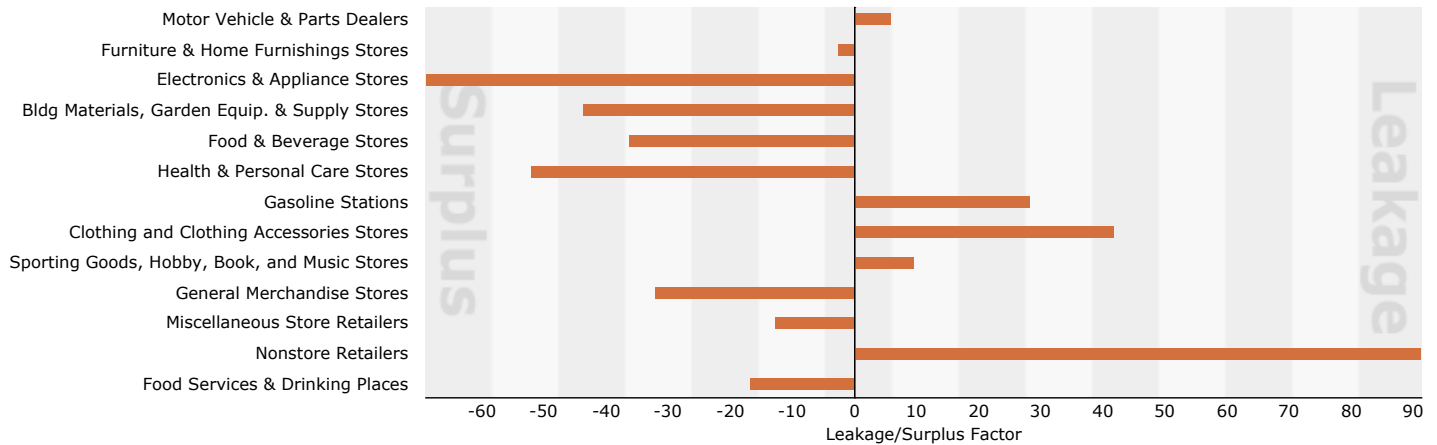
Source: Esri and Infogroup

March 27, 2012

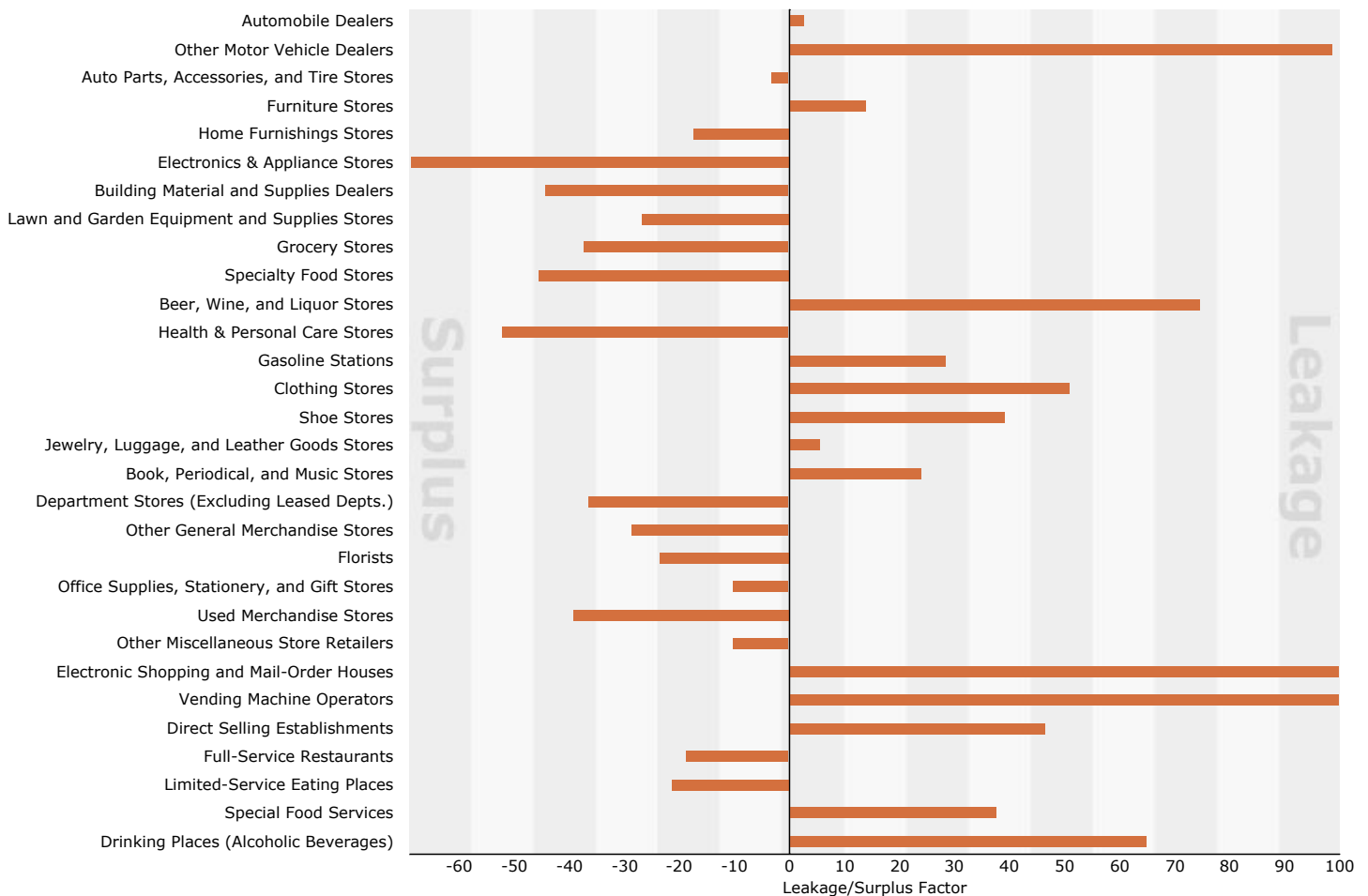
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

## Summary Demographics

2010 Population	79,429
2010 Households	29,706
2010 Median Disposable Income	\$57,155
2010 Per Capita Income	\$37,374

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,073,478,744	\$777,525,461	\$295,953,284	16.0	593
Total Retail Trade	44-45	\$914,539,142	\$650,951,635	\$263,587,507	16.8	442
Total Food & Drink	722	\$158,939,603	\$126,573,826	\$32,365,777	11.3	151

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$217,573,172	\$93,832,907	\$123,740,265	39.7	37
Automobile Dealers	4411	\$184,067,731	\$80,903,352	\$103,164,379	38.9	13
Other Motor Vehicle Dealers	4412	\$16,534,151	\$3,821,274	\$12,712,877	62.5	2
Auto Parts, Accessories & Tire Stores	4413	\$16,971,291	\$9,108,281	\$7,863,009	30.2	22
Furniture & Home Furnishings Stores	442	\$20,597,507	\$11,507,341	\$9,090,166	28.3	20
Furniture Stores	4421	\$11,588,099	\$4,531,017	\$7,057,082	43.8	8
Home Furnishings Stores	4422	\$9,009,407	\$6,976,323	\$2,033,084	12.7	11
Electronics & Appliance Stores	4431	\$38,655,318	\$91,831,280	\$-53,175,962	-40.8	41
Bldg Materials, Garden Equip. & Supply Stores	444	\$38,481,821	\$43,763,456	\$-5,281,634	-6.4	45
Bldg Material & Supplies Dealers	4441	\$36,276,438	\$38,966,833	\$-2,690,395	-3.6	28
Lawn & Garden Equip & Supply Stores	4442	\$2,205,384	\$4,796,622	\$-2,591,239	-37.0	17
Food & Beverage Stores	445	\$159,250,972	\$163,677,425	\$-4,426,453	-1.4	52
Grocery Stores	4451	\$150,552,029	\$156,322,422	\$-5,770,393	-1.9	30
Specialty Food Stores	4452	\$3,308,341	\$4,746,851	\$-1,438,509	-17.9	13
Beer, Wine & Liquor Stores	4453	\$5,390,602	\$2,608,152	\$2,782,449	34.8	9
Health & Personal Care Stores	446,4461	\$22,898,098	\$37,046,291	\$-14,148,193	-23.6	39
Gasoline Stations	447,4471	\$144,730,113	\$67,909,687	\$76,820,426	36.1	20
Clothing & Clothing Accessories Stores	448	\$32,917,968	\$15,864,465	\$17,053,502	35.0	45
Clothing Stores	4481	\$24,293,600	\$11,733,324	\$12,560,276	34.9	32
Shoe Stores	4482	\$4,443,050	\$2,180,532	\$2,262,517	34.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$4,181,317	\$1,950,609	\$2,230,708	36.4	10
Sporting Goods, Hobby, Book & Music Stores	451	\$7,023,333	\$6,620,129	\$403,203	3.0	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,770,772	\$2,738,480	\$2,032,292	27.1	35
Book, Periodical & Music Stores	4512	\$2,252,561	\$3,881,649	\$-1,629,088	-26.6	6
General Merchandise Stores	452	\$146,316,891	\$102,149,062	\$44,167,830	17.8	13
Department Stores Excluding Leased Depts.	4521	\$60,462,710	\$49,805,723	\$10,656,987	9.7	5
Other General Merchandise Stores	4529	\$85,854,181	\$52,343,339	\$33,510,843	24.2	9
Miscellaneous Store Retailers	453	\$15,737,906	\$10,432,542	\$5,305,364	20.3	80
Florists	4531	\$1,185,622	\$924,252	\$261,370	12.4	16
Office Supplies, Stationery & Gift Stores	4532	\$5,938,103	\$3,692,593	\$2,245,510	23.3	25
Used Merchandise Stores	4533	\$650,612	\$566,720	\$83,891	6.9	14
Other Miscellaneous Store Retailers	4539	\$7,963,569	\$5,248,976	\$2,714,593	20.5	26
Nonstore Retailers	454	\$70,356,042	\$6,317,050	\$64,038,992	83.5	8
Electronic Shopping & Mail-Order Houses	4541	\$57,659,152	\$1,450,627	\$56,208,525	95.1	1
Vending Machine Operators	4542	\$1,549,806	\$134,703	\$1,415,103	84.0	1
Direct Selling Establishments	4543	\$11,147,084	\$4,731,720	\$6,415,364	40.4	7
Food Services & Drinking Places	722	\$158,939,603	\$126,573,826	\$32,365,777	11.3	151
Full-Service Restaurants	7221	\$61,774,386	\$47,560,357	\$14,214,029	13.0	68
Limited-Service Eating Places	7222	\$82,508,666	\$61,867,317	\$20,641,349	14.3	64
Special Food Services	7223	\$11,243,260	\$14,250,985	\$-3,007,726	-11.8	8
Drinking Places - Alcoholic Beverages	7224	\$3,413,291	\$2,895,167	\$518,125	8.2	11

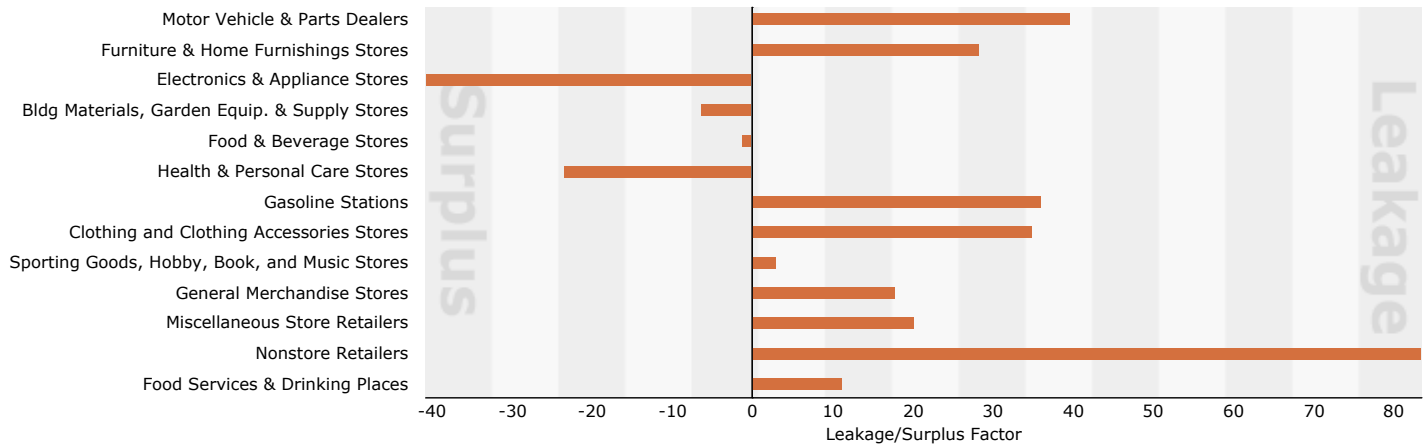
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**Source:** Esri and Infogroup

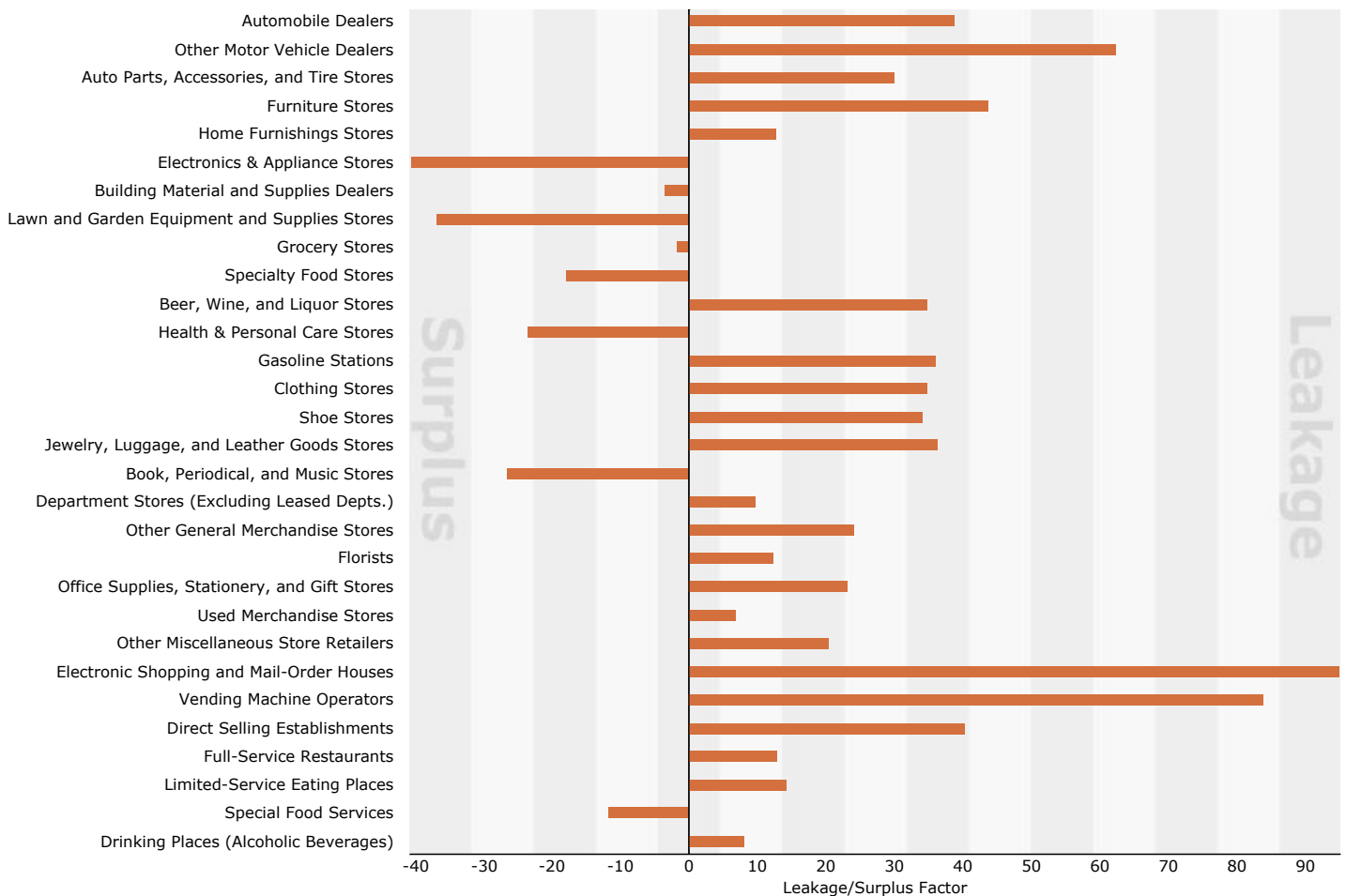
March 27, 2012

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Total Number of Adults		4,734	4,821
Households		2,944	3,002
Median Household Income		\$42,764	\$51,410

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	2,179	46.0%	92
Bought any women's apparel in last 12 months	2,189	46.2%	101
Bought apparel for child <13 in last 6 months	1,192	25.2%	88
Bought any shoes in last 12 months	2,355	49.7%	96
Bought costume jewelry in last 12 months	996	21.0%	101
Bought any fine jewelry in last 12 months	1,052	22.2%	101
Bought a watch in last 12 months	855	18.1%	93
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,436	82.7%	96
HH bought/leased new vehicle last 12 mo	271	9.2%	96
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,058	85.7%	99
Bought/changed motor oil in last 12 months	2,372	50.1%	96
Had tune-up in last 12 months	1,458	30.8%	99
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	2,865	60.5%	98
Drank regular cola in last 6 months	2,304	48.7%	95
Drank beer/ale in last 6 months	2,050	43.3%	102
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	593	12.5%	98
Bought film in last 12 months	937	19.8%	103
Bought digital camera in last 12 months	328	6.9%	101
Bought memory card for camera in last 12 months	331	7.0%	91
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	1,597	33.7%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	1,013	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	1,548	32.7%	101
Avg monthly cell/mobile phone/PDA bill: \$100+	857	18.1%	85
<b>Computers (Households)</b>			
HH owns a personal computer	2,052	69.7%	94
Spent <\$500 on most recent home PC purchase	267	9.1%	105
Spent \$500-\$999 on most recent home PC purchase	513	17.4%	98
Spent \$1000-\$1499 on most recent home PC purchase	374	12.7%	97
Spent \$1500-\$1999 on most recent home PC purchase	185	6.3%	89
Spent \$2000+ on most recent home PC purchase	156	5.3%	85

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	2,830	59.8%	99
Bought cigarettes at convenience store in last 30 days	755	15.9%	102
Bought gas at convenience store in last 30 days	1,537	32.5%	97
Spent at convenience store in last 30 days: <\$20	442	9.3%	97
Spent at convenience store in last 30 days: \$20-39	535	11.3%	111
Spent at convenience store in last 30 days: \$40+	1,645	34.7%	97
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	2,759	58.3%	99
Went to live theater in last 12 months	650	13.7%	104
Went to a bar/night club in last 12 months	910	19.2%	101
Dined out in last 12 months	2,347	49.6%	101
Gambled at a casino in last 12 months	811	17.1%	107
Visited a theme park in last 12 months	937	19.8%	92
DVDs rented in last 30 days: 1	123	2.6%	98
DVDs rented in last 30 days: 2	219	4.6%	100
DVDs rented in last 30 days: 3	145	3.1%	96
DVDs rented in last 30 days: 4	195	4.1%	106
DVDs rented in last 30 days: 5+	643	13.6%	103
DVDs purchased in last 30 days: 1	187	4.0%	79
DVDs purchased in last 30 days: 2	238	5.0%	106
DVDs purchased in last 30 days: 3-4	157	3.3%	72
DVDs purchased in last 30 days: 5+	205	4.3%	83
Spent on toys/games in last 12 months: <\$50	296	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	115	2.4%	88
Spent on toys/games in last 12 months: \$100-\$199	337	7.1%	99
Spent on toys/games in last 12 months: \$200-\$499	560	11.8%	109
Spent on toys/games in last 12 months: \$500+	265	5.6%	97
<b>Financial (Adults)</b>			
Have home mortgage (1st)	799	16.9%	88
Used ATM/cash machine in last 12 months	2,454	51.8%	102
Own any stock	493	10.4%	113
Own U.S. savings bond	311	6.6%	96
Own shares in mutual fund (stock)	430	9.1%	97
Own shares in mutual fund (bonds)	310	6.5%	110
Used full service brokerage firm in last 12 months	344	7.3%	117
Have savings account	1,775	37.5%	103
Have 401K retirement savings	731	15.4%	87
Did banking over the Internet in last 12 months	1,261	26.6%	98
Own any credit/debit card (in own name)	3,648	77.1%	104
Avg monthly credit card expenditures: <\$111	686	14.5%	105
Avg monthly credit card expenditures: \$111-225	378	8.0%	103
Avg monthly credit card expenditures: \$226-450	383	8.1%	108
Avg monthly credit card expenditures: \$451-700	301	6.4%	100
Avg monthly credit card expenditures: \$701+	614	13.0%	97

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	3,452	72.9%	103
Used bread in last 6 months	4,591	97.0%	100
Used chicken/turkey (fresh or frozen) in last 6 months	3,632	76.7%	99
Used fish/seafood (fresh or frozen) in last 6 months	2,624	55.4%	105
Used fresh fruit/vegetables in last 6 months	4,164	88.0%	101
Used fresh milk in last 6 months	4,312	91.1%	100
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,446	30.5%	102
Exercise at club 2+ times per week	553	11.7%	95
Visited a doctor in last 12 months	3,790	80.1%	103
Used vitamin/dietary supplement in last 6 months	2,409	50.9%	105
<b>Home (Households)</b>			
Any home improvement in last 12 months	869	29.5%	93
Used housekeeper/maid/prof HH cleaning service in the last 12 months	501	17.0%	109
Purchased any HH furnishing in last 12 months	903	30.7%	102
Purchased bedding/bath goods in last 12 months	1,639	55.7%	102
Purchased cooking/serving product in last 12 months	828	28.1%	102
Bought any kitchen appliance in last 12 months	533	18.1%	104
<b>Insurance (Adults)</b>			
Currently carry any life insurance	2,265	47.8%	100
Have medical/hospital/accident insurance	3,539	74.8%	104
Carry homeowner insurance	2,254	47.6%	90
Carry renter insurance	404	8.5%	139
Have auto/other vehicle insurance	3,925	82.9%	100
<b>Pets (Households)</b>			
HH owns any pet	1,266	43.0%	83
HH owns any cat	646	21.9%	91
HH owns any dog	823	28.0%	74
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	2,410	50.9%	101
Read any daily newspaper	2,231	47.1%	114
Heavy magazine reader	898	19.0%	95
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	3,496	73.8%	103
Went to family restaurant/steak house last mo: <2 times	1,182	25.0%	97
Went to family restaurant/steak house last mo: 2-4 times	1,332	28.1%	104
Went to family restaurant/steak house last mo: 5+ times	982	20.7%	107
Went to fast food/drive-in restaurant in last 6 mo	4,175	88.2%	99
Went to fast food/drive-in restaurant <6 times/mo	1,709	36.1%	103
Went to fast food/drive-in restaurant 6-13 times/mo	1,341	28.3%	98
Went to fast food/drive-in restaurant 14+ times/mo	1,124	23.7%	95
Fast food/drive-in last 6 mo: eat in	1,714	36.2%	96
Fast food/drive-in last 6 mo: home delivery	458	9.7%	93
Fast food/drive-in last 6 mo: take-out/drive-thru	2,406	50.8%	97
Fast food/drive-in last 6 mo: take-out/walk-in	1,098	23.2%	94

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	1,889	64.2%	99
HH average monthly long distance phone bill: <\$16	853	29.0%	105
HH average monthly long distance phone bill: \$16-25	340	11.5%	101
HH average monthly long distance phone bill: \$26-59	255	8.7%	95
HH average monthly long distance phone bill: \$60+	110	3.7%	84
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	621	21.1%	107
HH owns 2 TVs	868	29.5%	112
HH owns 3 TVs	636	21.6%	96
HH owns 4+ TVs	502	17.1%	81
HH subscribes to cable TV	2,030	69.0%	119
HH Purchased audio equipment in last 12 months	284	9.6%	99
HH Purchased CD player in last 12 months	129	4.4%	113
HH Purchased DVD player in last 12 months	306	10.4%	107
HH Purchased MP3 player in last 12 months	447	9.4%	93
HH Purchased video game system in last 12 months	241	8.2%	76
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,457	51.9%	99
Took 3+ domestic trips in last 12 months	709	15.0%	101
Spent on domestic vacations last 12 mo: <\$1000	613	12.9%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	296	6.3%	93
Spent on domestic vacations last 12 mo: \$1500-\$1999	196	4.1%	101
Spent on domestic vacations last 12 mo: \$2000-\$2999	165	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	225	4.8%	94
Foreign travel in last 3 years	1,154	24.4%	94
Took 3+ foreign trips by plane in last 3 years	189	4.0%	84
Spent on foreign vacations last 12 mo: <\$1000	275	5.8%	97
Spent on foreign vacations last 12 mo: \$1000-\$2999	163	3.4%	84
Spent on foreign vacations last 12 mo: \$3000+	220	4.6%	95
Stayed 1+ nights at hotel/motel in last 12 months	1,806	38.2%	94

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Total Number of Adults		20,014	20,764
Households		10,595	10,987
Median Household Income		\$69,820	\$79,782

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	10,490	52.4%	105
Bought any women's apparel in last 12 months	9,685	48.4%	106
Bought apparel for child <13 in last 6 months	5,938	29.7%	104
Bought any shoes in last 12 months	10,943	54.7%	105
Bought costume jewelry in last 12 months	4,609	23.0%	110
Bought any fine jewelry in last 12 months	4,756	23.8%	108
Bought a watch in last 12 months	3,715	18.6%	96
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	9,592	90.5%	105
HH bought/leased new vehicle last 12 mo	1,212	11.4%	119
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	18,355	91.7%	105
Bought/changed motor oil in last 12 months	10,415	52.0%	100
Had tune-up in last 12 months	6,647	33.2%	107
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	12,812	64.0%	103
Drank regular cola in last 6 months	9,625	48.1%	94
Drank beer/ale in last 6 months	9,107	45.5%	107
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	2,685	13.4%	104
Bought film in last 12 months	3,994	20.0%	104
Bought digital camera in last 12 months	1,548	7.7%	113
Bought memory card for camera in last 12 months	1,745	8.7%	114
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	7,317	36.6%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	4,354	21.8%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	6,780	33.9%	105
Avg monthly cell/mobile phone/PDA bill: \$100+	4,793	23.9%	113
<b>Computers (Households)</b>			
HH owns a personal computer	8,661	81.7%	110
Spent <\$500 on most recent home PC purchase	934	8.8%	102
Spent \$500-\$999 on most recent home PC purchase	2,140	20.2%	113
Spent \$1000-\$1499 on most recent home PC purchase	1,595	15.1%	115
Spent \$1500-\$1999 on most recent home PC purchase	824	7.8%	110
Spent \$2000+ on most recent home PC purchase	793	7.5%	121

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	12,447	62.2%	103
Bought cigarettes at convenience store in last 30 days	2,868	14.3%	92
Bought gas at convenience store in last 30 days	6,868	34.3%	102
Spent at convenience store in last 30 days: <\$20	2,069	10.3%	107
Spent at convenience store in last 30 days: \$20-39	2,171	10.8%	107
Spent at convenience store in last 30 days: \$40+	7,211	36.0%	100
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	12,503	62.5%	106
Went to live theater in last 12 months	3,201	16.0%	122
Went to a bar/night club in last 12 months	4,317	21.6%	113
Dined out in last 12 months	11,201	56.0%	114
Gambled at a casino in last 12 months	3,617	18.1%	113
Visited a theme park in last 12 months	4,785	23.9%	111
DVDs rented in last 30 days: 1	586	2.9%	111
DVDs rented in last 30 days: 2	1,095	5.5%	118
DVDs rented in last 30 days: 3	736	3.7%	115
DVDs rented in last 30 days: 4	850	4.2%	110
DVDs rented in last 30 days: 5+	2,987	14.9%	113
DVDs purchased in last 30 days: 1	1,101	5.5%	111
DVDs purchased in last 30 days: 2	1,015	5.1%	107
DVDs purchased in last 30 days: 3-4	930	4.6%	100
DVDs purchased in last 30 days: 5+	884	4.4%	85
Spent on toys/games in last 12 months: <\$50	1,224	6.1%	100
Spent on toys/games in last 12 months: \$50-\$99	569	2.8%	103
Spent on toys/games in last 12 months: \$100-\$199	1,484	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	2,453	12.3%	113
Spent on toys/games in last 12 months: \$500+	1,425	7.1%	124
<b>Financial (Adults)</b>			
Have home mortgage (1st)	5,019	25.1%	131
Used ATM/cash machine in last 12 months	11,645	58.2%	115
Own any stock	2,463	12.3%	134
Own U.S. savings bond	1,630	8.1%	119
Own shares in mutual fund (stock)	2,504	12.5%	133
Own shares in mutual fund (bonds)	1,613	8.1%	136
Used full service brokerage firm in last 12 months	1,614	8.1%	130
Have savings account	8,542	42.7%	117
Have 401K retirement savings	4,540	22.7%	128
Did banking over the Internet in last 12 months	6,758	33.8%	124
Own any credit/debit card (in own name)	16,331	81.6%	110
Avg monthly credit card expenditures: <\$111	2,781	13.9%	100
Avg monthly credit card expenditures: \$111-225	1,661	8.3%	107
Avg monthly credit card expenditures: \$226-450	1,673	8.4%	112
Avg monthly credit card expenditures: \$451-700	1,496	7.5%	117
Avg monthly credit card expenditures: \$701+	3,601	18.0%	135

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	14,788	73.9%	104
Used bread in last 6 months	19,460	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	15,977	79.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	11,205	56.0%	106
Used fresh fruit/vegetables in last 6 months	18,016	90.0%	103
Used fresh milk in last 6 months	18,515	92.5%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	6,713	33.5%	112
Exercise at club 2+ times per week	2,963	14.8%	121
Visited a doctor in last 12 months	16,423	82.1%	106
Used vitamin/dietary supplement in last 6 months	10,572	52.8%	109
<b>Home (Households)</b>			
Any home improvement in last 12 months	3,925	37.0%	117
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,006	18.9%	121
Purchased any HH furnishing in last 12 months	3,495	33.0%	110
Purchased bedding/bath goods in last 12 months	5,961	56.3%	103
Purchased cooking/serving product in last 12 months	3,112	29.4%	107
Bought any kitchen appliance in last 12 months	1,981	18.7%	107
<b>Insurance (Adults)</b>			
Currently carry any life insurance	10,856	54.2%	113
Have medical/hospital/accident insurance	15,574	77.8%	108
Carry homeowner insurance	12,215	61.0%	116
Carry renter insurance	1,168	5.8%	95
Have auto/other vehicle insurance	17,723	88.6%	107
<b>Pets (Households)</b>			
HH owns any pet	5,959	56.2%	109
HH owns any cat	2,752	26.0%	108
HH owns any dog	4,346	41.0%	108
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	11,385	56.9%	113
Read any daily newspaper	9,059	45.3%	109
Heavy magazine reader	4,239	21.2%	107
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	15,626	78.1%	108
Went to family restaurant/steak house last mo: <2 times	5,245	26.2%	102
Went to family restaurant/steak house last mo: 2-4 times	5,940	29.7%	110
Went to family restaurant/steak house last mo: 5+ times	4,440	22.2%	114
Went to fast food/drive-in restaurant in last 6 mo	18,041	90.1%	102
Went to fast food/drive-in restaurant <6 times/mo	7,049	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/mo	5,884	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	5,107	25.5%	102
Fast food/drive-in last 6 mo: eat in	7,603	38.0%	101
Fast food/drive-in last 6 mo: home delivery	2,062	10.3%	99
Fast food/drive-in last 6 mo: take-out/drive-thru	11,140	55.7%	106
Fast food/drive-in last 6 mo: take-out/walk-in	5,137	25.7%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	7,478	70.6%	109
HH average monthly long distance phone bill: <\$16	3,130	29.5%	107
HH average monthly long distance phone bill: \$16-25	1,299	12.3%	107
HH average monthly long distance phone bill: \$26-59	1,040	9.8%	107
HH average monthly long distance phone bill: \$60+	510	4.8%	108
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	1,639	15.5%	79
HH owns 2 TVs	2,758	26.0%	99
HH owns 3 TVs	2,556	24.1%	108
HH owns 4+ TVs	2,692	25.4%	121
HH subscribes to cable TV	6,995	66.0%	114
HH Purchased audio equipment in last 12 months	1,038	9.8%	101
HH Purchased CD player in last 12 months	423	4.0%	103
HH Purchased DVD player in last 12 months	1,125	10.6%	109
HH Purchased MP3 player in last 12 months	2,354	11.8%	115
HH Purchased video game system in last 12 months	1,222	11.5%	107
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	12,157	60.7%	116
Took 3+ domestic trips in last 12 months	3,559	17.8%	120
Spent on domestic vacations last 12 mo: <\$1000	2,703	13.5%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,636	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,060	5.3%	130
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,008	5.0%	122
Spent on domestic vacations last 12 mo: \$3000+	1,402	7.0%	139
Foreign travel in last 3 years	6,289	31.4%	122
Took 3+ foreign trips by plane in last 3 years	1,190	5.9%	125
Spent on foreign vacations last 12 mo: <\$1000	1,417	7.1%	119
Spent on foreign vacations last 12 mo: \$1000-\$2999	928	4.6%	114
Spent on foreign vacations last 12 mo: \$3000+	1,235	6.2%	126
Stayed 1+ nights at hotel/motel in last 12 months	9,648	48.2%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Total Number of Adults		58,526	60,944
Households		29,706	30,888
Median Household Income		\$76,561	\$85,170

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought any men's apparel in last 12 months	31,147	53.2%	106
Bought any women's apparel in last 12 months	28,274	48.3%	106
Bought apparel for child <13 in last 6 months	17,815	30.4%	107
Bought any shoes in last 12 months	32,631	55.8%	107
Bought costume jewelry in last 12 months	13,732	23.5%	112
Bought any fine jewelry in last 12 months	13,710	23.4%	106
Bought a watch in last 12 months	11,251	19.2%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	27,304	91.9%	107
HH bought/leased new vehicle last 12 mo	3,685	12.4%	130
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	54,052	92.4%	106
Bought/changed motor oil in last 12 months	30,273	51.7%	99
Had tune-up in last 12 months	19,735	33.7%	108
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	38,291	65.4%	106
Drank regular cola in last 6 months	27,977	47.8%	93
Drank beer/ale in last 6 months	27,049	46.2%	109
<b>Cameras &amp; Film (Adults)</b>			
Bought any camera in last 12 months	8,071	13.8%	107
Bought film in last 12 months	11,264	19.2%	101
Bought digital camera in last 12 months	4,830	8.3%	121
Bought memory card for camera in last 12 months	5,327	9.1%	119
<b>Cell Phones/PDAs &amp; Service (Adults)</b>			
Bought cell/mobile phone/PDA in last 12 months	21,706	37.1%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	12,570	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	19,742	33.7%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	14,828	25.3%	120
<b>Computers (Households)</b>			
HH owns a personal computer	25,071	84.4%	114
Spent <\$500 on most recent home PC purchase	2,555	8.6%	99
Spent \$500-\$999 on most recent home PC purchase	5,993	20.2%	113
Spent \$1000-\$1499 on most recent home PC purchase	4,745	16.0%	122
Spent \$1500-\$1999 on most recent home PC purchase	2,545	8.6%	121
Spent \$2000+ on most recent home PC purchase	2,363	8.0%	128

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 months	36,276	62.0%	103
Bought cigarettes at convenience store in last 30 days	7,729	13.2%	85
Bought gas at convenience store in last 30 days	19,824	33.9%	101
Spent at convenience store in last 30 days: <\$20	6,128	10.5%	109
Spent at convenience store in last 30 days: \$20-39	6,267	10.7%	105
Spent at convenience store in last 30 days: \$40+	20,744	35.4%	98
<b>Entertainment (Adults)</b>			
Attended movies in last 6 months	37,700	64.4%	109
Went to live theater in last 12 months	10,050	17.2%	131
Went to a bar/night club in last 12 months	12,509	21.4%	112
Dined out in last 12 months	33,399	57.1%	116
Gambled at a casino in last 12 months	10,789	18.4%	115
Visited a theme park in last 12 months	14,865	25.4%	118
DVDs rented in last 30 days: 1	1,735	3.0%	112
DVDs rented in last 30 days: 2	3,190	5.5%	118
DVDs rented in last 30 days: 3	2,182	3.7%	116
DVDs rented in last 30 days: 4	2,508	4.3%	111
DVDs rented in last 30 days: 5+	9,054	15.5%	117
DVDs purchased in last 30 days: 1	3,375	5.8%	116
DVDs purchased in last 30 days: 2	3,090	5.3%	111
DVDs purchased in last 30 days: 3-4	2,722	4.7%	100
DVDs purchased in last 30 days: 5+	2,609	4.5%	86
Spent on toys/games in last 12 months: <\$50	3,717	6.4%	104
Spent on toys/games in last 12 months: \$50-\$99	1,576	2.7%	98
Spent on toys/games in last 12 months: \$100-\$199	4,284	7.3%	102
Spent on toys/games in last 12 months: \$200-\$499	7,045	12.0%	111
Spent on toys/games in last 12 months: \$500+	4,340	7.4%	129
<b>Financial (Adults)</b>			
Have home mortgage (1st)	15,642	26.7%	139
Used ATM/cash machine in last 12 months	35,199	60.1%	118
Own any stock	7,481	12.8%	139
Own U.S. savings bond	4,887	8.4%	122
Own shares in mutual fund (stock)	7,802	13.3%	142
Own shares in mutual fund (bonds)	4,845	8.3%	140
Used full service brokerage firm in last 12 months	4,972	8.5%	137
Have savings account	25,396	43.4%	119
Have 401K retirement savings	14,096	24.1%	136
Did banking over the Internet in last 12 months	20,691	35.4%	130
Own any credit/debit card (in own name)	48,423	82.7%	112
Avg monthly credit card expenditures: <\$111	7,964	13.6%	98
Avg monthly credit card expenditures: \$111-225	4,796	8.2%	105
Avg monthly credit card expenditures: \$226-450	4,996	8.5%	114
Avg monthly credit card expenditures: \$451-700	4,510	7.7%	121
Avg monthly credit card expenditures: \$701+	11,524	19.7%	147

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	43,342	74.1%	104
Used bread in last 6 months	56,906	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	46,858	80.1%	103
Used fish/seafood (fresh or frozen) in last 6 months	32,981	56.4%	106
Used fresh fruit/vegetables in last 6 months	52,768	90.2%	103
Used fresh milk in last 6 months	54,175	92.6%	102
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	19,750	33.7%	112
Exercise at club 2+ times per week	9,595	16.4%	133
Visited a doctor in last 12 months	47,819	81.7%	105
Used vitamin/dietary supplement in last 6 months	31,257	53.4%	110
<b>Home (Households)</b>			
Any home improvement in last 12 months	11,359	38.2%	121
Used housekeeper/maid/prof HH cleaning service in the last 12 months	5,954	20.0%	129
Purchased any HH furnishing in last 12 months	9,930	33.4%	111
Purchased bedding/bath goods in last 12 months	16,749	56.4%	103
Purchased cooking/serving product in last 12 months	8,656	29.1%	106
Bought any kitchen appliance in last 12 months	5,614	18.9%	108
<b>Insurance (Adults)</b>			
Currently carry any life insurance	32,447	55.4%	116
Have medical/hospital/accident insurance	46,019	78.6%	110
Carry homeowner insurance	37,138	63.5%	120
Carry renter insurance	3,329	5.7%	93
Have auto/other vehicle insurance	52,429	89.6%	108
<b>Pets (Households)</b>			
HH owns any pet	16,913	56.9%	110
HH owns any cat	7,528	25.3%	105
HH owns any dog	12,438	41.9%	111
<b>Reading Materials (Adults)</b>			
Bought book in last 12 months	33,890	57.9%	115
Read any daily newspaper	26,339	45.0%	109
Heavy magazine reader	12,661	21.6%	109
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 mo	46,178	78.9%	110
Went to family restaurant/steak house last mo: <2 times	15,638	26.7%	104
Went to family restaurant/steak house last mo: 2-4 times	17,633	30.1%	112
Went to family restaurant/steak house last mo: 5+ times	12,907	22.1%	113
Went to fast food/drive-in restaurant in last 6 mo	53,009	90.6%	102
Went to fast food/drive-in restaurant <6 times/mo	20,416	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/mo	17,460	29.8%	103
Went to fast food/drive-in restaurant 14+ times/mo	15,132	25.9%	104
Fast food/drive-in last 6 mo: eat in	22,830	39.0%	104
Fast food/drive-in last 6 mo: home delivery	6,389	10.9%	105
Fast food/drive-in last 6 mo: take-out/drive-thru	32,861	56.1%	107
Fast food/drive-in last 6 mo: take-out/walk-in	15,397	26.3%	107

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## Retail Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
<b>Telephones &amp; Service (Households)</b>			
HH owns in-home cordless telephone	21,299	71.7%	111
HH average monthly long distance phone bill: <\$16	8,923	30.0%	108
HH average monthly long distance phone bill: \$16-25	3,671	12.4%	108
HH average monthly long distance phone bill: \$26-59	3,123	10.5%	115
HH average monthly long distance phone bill: \$60+	1,458	4.9%	110
<b>Television &amp; Sound Equipment (Adults/Households)</b>			
HH owns 1 TV	4,249	14.3%	73
HH owns 2 TVs	7,473	25.2%	96
HH owns 3 TVs	7,239	24.4%	109
HH owns 4+ TVs	8,057	27.1%	129
HH subscribes to cable TV	19,579	65.9%	114
HH Purchased audio equipment in last 12 months	2,959	10.0%	103
HH Purchased CD player in last 12 months	1,188	4.0%	103
HH Purchased DVD player in last 12 months	3,062	10.3%	106
HH Purchased MP3 player in last 12 months	7,024	12.0%	118
HH Purchased video game system in last 12 months	3,820	12.9%	119
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	36,704	62.7%	120
Took 3+ domestic trips in last 12 months	11,165	19.1%	129
Spent on domestic vacations last 12 mo: <\$1000	7,857	13.4%	107
Spent on domestic vacations last 12 mo: \$1000-\$1499	4,878	8.3%	124
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,237	5.5%	136
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,225	5.5%	133
Spent on domestic vacations last 12 mo: \$3000+	4,318	7.4%	146
Foreign travel in last 3 years	19,518	33.3%	129
Took 3+ foreign trips by plane in last 3 years	3,915	6.7%	141
Spent on foreign vacations last 12 mo: <\$1000	4,406	7.5%	126
Spent on foreign vacations last 12 mo: \$1000-\$2999	2,801	4.8%	117
Spent on foreign vacations last 12 mo: \$3000+	4,089	7.0%	143
Stayed 1+ nights at hotel/motel in last 12 months	29,311	50.1%	123

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Population 18+		4,734	4,821
Households		2,944	3,002
Median Household Income		\$42,764	\$51,410
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	2,052	69.7%	94
Purchased home PC in last 12 months	437	14.8%	95
Purchased home PC 1-2 years ago	634	21.5%	96
Purchased home PC 3-4 years ago	548	18.6%	96
Purchased home PC 5+ years ago	271	9.2%	99
Spent <\$500 on home PC (most recent purchase)	267	9.1%	105
Spent \$500-999 on home PC (most recent purchase)	513	17.4%	98
Spent \$1000-1499 on home PC (most recent purchase)	374	12.7%	97
Spent \$1500-1999 on home PC (most recent purchase)	185	6.3%	89
Spent \$2000+ on home PC (most recent purchase)	156	5.3%	85
Purchased home PC at computer superstore	343	11.6%	91
Purchased home PC at department store	140	4.7%	96
Purchased home PC direct from manufacturer	389	13.2%	95
Purchased home PC at electronics store	317	10.8%	98
Purchased home PC on Internet	226	7.7%	89
Purchased home PC at warehouse discount outlet	55	1.9%	85
HH owns desktop PC	1,572	53.4%	93
HH owns laptop/notebook/tablet PC	848	28.8%	92
HH owns any Apple/Mac clone brand PC	162	5.5%	88
HH owns any IBM/IBM compatible brand PC	1,878	63.8%	95
Brand of PC that HH owns: Compaq	255	8.7%	102
Brand of PC that HH owns: Dell	854	29.0%	94
Brand of PC that HH owns: Gateway	178	6.0%	91
Brand of PC that HH owns: Hewlett Packard	391	13.3%	85
Brand of PC that HH owns: Sony Vaio	69	2.3%	81
Child (under 18) uses home PC	475	16.1%	76
HH owns CD burner	1,022	34.7%	94
HH owns CD ROM drive	1,070	36.4%	93
HH owns DVD drive	684	23.2%	93
HH owns DVD-RW (DVD burner)	542	18.4%	90
HH owns external hard drive	381	12.9%	91
HH owns flash drive	530	18.0%	88
HH owns LAN/network interface card	292	9.9%	90
HH owns inkjet printer	1,168	39.7%	93
HH owns laser printer	369	12.5%	91
HH owns modem/fax modem	561	19.1%	92
HH owns removable cartridge storage device	163	5.5%	95
HH owns scanner	755	25.6%	90
HH owns PC speakers	1,140	38.7%	93
HH owns tape backup	81	2.8%	103
HH owns webcam	326	11.1%	98
HH owns software: accounting	211	7.2%	81
HH owns software: communications/fax	208	7.1%	86
HH owns software: database/filing	227	7.7%	95
HH owns software: desktop publishing	330	11.2%	92

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Ring: 1 mile radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	283	9.6%	96
HH owns software: entertainment/games	795	27.0%	93
HH owns software: online meeting/conference	80	2.7%	95
HH owns software: personal finance/tax prep	372	12.6%	89
HH owns software: presentation graphics	184	6.2%	78
HH owns software: multimedia	415	14.1%	92
HH owns software: networking	322	10.9%	98
HH owns software: security/anti-virus	770	26.2%	93
HH owns software: spreadsheet	612	20.8%	90
HH owns software: utility	197	6.7%	94
HH owns software: web authoring	108	3.7%	106
HH owns software: word processing	952	32.3%	96
Spent \$500+ on software for home PC in last 12 mo	76	2.6%	108
Purchased computer book in last 12 months	126	4.3%	99
HH owns fax machine	163	5.5%	92
Purchased audio equipment in last 12 months	284	9.7%	99
Purchased headphones in last 12 months	120	4.1%	102
HH owns camcorder	427	14.5%	74
Purchased camcorder in last 12 months	60	2.0%	96
HH owns CD player	1,408	47.8%	104
Purchased CD player in last 12 months	129	4.4%	113
HH owns DVD player	1,899	64.5%	97
Purchased DVD player in last 12 months	306	10.4%	107
HH owns 1 TV	621	21.1%	107
HH owns 2 TVs	868	29.5%	112
HH owns 3 TVs	636	21.6%	96
HH owns 4+ TVs	502	17.1%	81
HH owns miniature screen TV (<13 in)	234	8.0%	100
Most recent TV purchase: miniature screen (<13 in)	85	2.9%	104
HH owns regular screen TV (13-26 in)	1,311	44.5%	102
Most recent TV purchase: regular screen (13-26 in)	746	25.3%	109
HH owns large screen TV (27-35 in)	1,372	46.6%	100
Most recent TV purchase: large screen (27-35 in)	964	32.7%	104
HH owns big screen TV (36-42 in)	468	15.9%	84
Most recent TV purchase: big screen (36-42 in)	372	12.7%	90
HH owns giant screen TV (over 42 in)	328	11.1%	78
Most recent TV purchase: giant screen (over 42 in)	271	9.2%	82
HH owns LCD TV	545	18.5%	96
HH owns plasma TV	184	6.3%	75
HH owns projection TV	115	3.9%	72
HH owns video game system	835	28.4%	85
Purchased video game system in last 12 months	241	8.2%	76
HH owns video game system: handheld	367	12.5%	81
HH owns video game system: attached to TV/computer	725	24.6%	83
HH owns video game system: Game Boy	162	5.5%	80
HH owns video game system: Game Boy Advance/SP	162	5.5%	83
HH owns video game system: Nintendo DS	154	5.2%	69

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	122	4.1%	83
HH owns video game system: Nintendo Wii	166	5.6%	84
HH owns video game system: PlayStation 2	414	14.1%	85
HH owns video game system: PlayStation 3	96	3.3%	90
HH owns video game system: Sony PlayStation/PS One	104	3.5%	87
HH owns video game system: Sony PSP	77	2.6%	89
HH owns video game system: Xbox	161	5.5%	92
HH owns video game system: Xbox 360	158	5.4%	83
HH purchased 5+ video games in last 12 months	155	5.3%	81
HH spent \$101+ on video games in last 12 months	177	6.0%	75
Owns MP3 player	1,176	24.8%	93
Purchased MP3 player in last 12 months	447	9.4%	93
Owns Apple iPod	483	10.2%	92
Purchased Apple iPod in last 12 months	139	2.9%	87
Have any access to the Internet	4,043	85.4%	101
Have access to Internet: at home	3,224	68.1%	97
Have access to Internet: at work	1,620	34.2%	92
Have access to Internet: at school/library	1,280	27.0%	107
Have access to Internet: not hm/work/school/library	897	18.9%	98
Use Internet less than once a week	197	4.2%	104
Use Internet 1-2 times per week	241	5.1%	92
Use Internet 3-6 times per week	387	8.2%	102
Use Internet once a day	530	11.2%	101
Use Internet 2-4 times per day	826	17.4%	99
Use Internet 5 or more times per day	1,144	24.2%	97
Any Internet or online usage in last 30 days	3,326	70.3%	100
Used Internet in last 30 days: at home	2,903	61.3%	99
Used Internet in last 30 days: at work	1,349	28.5%	90
Used Internet in last 30 days: at school/library	361	7.6%	99
Used Internet/30 days: not home/work/school/library	412	8.7%	94
Internet last 30 days: used email	2,941	62.1%	100
Internet last 30 days: used Instant Messenger	1,211	25.6%	101
Internet last 30 days: paid bills online	1,584	33.5%	102
Internet last 30 days: visited online blog	461	9.7%	102
Internet last 30 days: wrote online blog	191	4.0%	109
Internet last 30 days: visited chat room	212	4.5%	96
Internet last 30 days: looked for employment	582	12.3%	94
Internet last 30 days: played games online	1,076	22.7%	108
Internet last 30 days: traded/tracked investments	465	9.8%	88
Internet last 30 days: downloaded music	893	18.9%	102
Internet last 30 days: made phone call	173	3.7%	99
Internet last 30 days: made personal purchase	1,404	29.7%	96
Internet last 30 days: made business purchase	424	8.9%	94
Internet last 30 days: made travel plans	739	15.6%	90
Internet last 30 days: watched online video	939	19.8%	103
Internet last 30 days: obtained new/used car info	460	9.7%	110
Internet last 30 days: obtained financial info	1,151	24.3%	101
Internet last 30 days: obtained medical info	811	17.1%	103
Internet last 30 days: obtained latest news	1,797	38.0%	99
Internet last 30 days: obtained real estate info	498	10.5%	98

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	1,085	22.9%	99
Ordered anything on Internet in last 12 months	1,559	32.9%	95
Ordered on Internet/12 mo: airline ticket	695	14.7%	88
Ordered on Internet/12 mo: CD/tape	235	5.0%	113
Ordered on Internet/12 mo: clothing	654	13.8%	95
Ordered on Internet/12 mo: computer	168	3.6%	104
Ordered on Internet/12 mo: computer peripheral	200	4.2%	97
Ordered on Internet/12 mo: DVD	337	7.1%	108
Ordered on Internet/12 mo: flowers	221	4.7%	101
Ordered on Internet/12 mo: software	233	4.9%	86
Ordered on Internet/12 mo: tickets (concerts etc.)	398	8.4%	87
Ordered on Internet/12 mo: toy	230	4.9%	98
Purchased item from amazon.com in last 12 months	613	12.9%	92
Purchased item from barnes&noble.com in last 12 mo	154	3.3%	102
Purchased item from bestbuy.com in last 12 months	136	2.9%	114
Purchased item from ebay.com in last 12 months	385	8.1%	87
Purchased item from walmart.com in last 12 months	195	4.1%	101
Spent on Internet orders last 12 months: <\$100	226	4.8%	88
Spent on Internet orders last 12 months: \$100-199	259	5.5%	101
Spent on Internet orders last 12 months: \$200-499	369	7.8%	93
Spent on Internet orders last 12 months: \$500+	615	13.0%	89
Connection to Internet from home: dial-up modem	317	6.7%	80
Connection to Internet from home: cable modem	1,342	28.4%	105
Connection to Internet from home: DSL	1,092	23.1%	94
Connection to Internet from home: wireless	603	12.7%	93
Connection to Internet from home: any broadband	2,782	58.8%	100
DVDs rented in last 30 days: 1	123	2.6%	98
DVDs rented in last 30 days: 2	219	4.6%	100
DVDs rented in last 30 days: 3	145	3.1%	96
DVDs rented in last 30 days: 4	195	4.1%	106
DVDs rented in last 30 days: 5+	643	13.6%	103
Rented video tape/DVD last month: action/adventure	962	20.3%	101
Rented video tape/DVD last month: classic	263	5.6%	107
Rented video tape/DVD last month: comedy	1,002	21.2%	102
Rented video tape/DVD last month: drama	674	14.2%	105
Rented video tape/DVD last month: family/children	422	8.9%	100
Rented video tape/DVD last month: foreign	100	2.1%	107
Rented video tape/DVD last month: horror	367	7.7%	105
Rented video tape/DVD last month: romance	390	8.2%	110
Rented video tape/DVD last month: science fiction	242	5.1%	96
Rented video tape/DVD last mo at Blockbuster Video	572	12.1%	100
Rented video tape/DVD last mo at Hollywood Video	206	4.3%	105
Bought video tape/DVD last month: action/adventure	331	7.0%	84
Bought video tape/DVD last month: classic	93	2.0%	72
Bought video tape/DVD last month: comedy	330	7.0%	87
Bought video tape/DVD last month: drama	152	3.2%	74
Bought video tape/DVD last month: family/children	235	5.0%	84
Bought video tape/DVD last month: horror	120	2.5%	81
Bought video tape/DVD last month: romance	115	2.4%	95

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	118	2.5%	100
Bought blank video tape in last 6 months	523	11.1%	97
Bought 7+ blank video tapes in last 6 months	110	2.3%	89
DVDs purchased in last 30 days: 1	187	4.0%	79
DVDs purchased in last 30 days: 2	238	5.0%	106
DVDs purchased in last 30 days: 3-4	157	3.3%	72
DVDs purchased in last 30 days: 5+	205	4.3%	83
Bought any camera in last 12 months	593	12.5%	98
Spent on cameras in last 12 months: <\$100	193	4.1%	92
Spent on cameras in last 12 months: \$100-199	154	3.2%	108
Spent on cameras in last 12 months: \$200+	166	3.5%	88
Own APS (point & shoot or SLR) camera	148	3.1%	114
Own digital camera	1,472	31.1%	94
Bought digital camera in last 12 months	328	6.9%	101
Own digital point & shoot camera	1,092	23.1%	93
Bought digital point & shoot camera in last 12 mo	227	4.8%	97
Own digital SLR camera	420	8.9%	96
Bought digital SLR camera in last 12 months	111	2.3%	104
Own 35mm auto focus point & shoot camera	248	5.2%	112
Own 35mm auto focus single lens reflex camera	133	2.8%	118
Own 35mm auto focus zoom camera	272	5.7%	102
Own 35mm single lens reflex camera	172	3.6%	121
Own Canon camera	719	15.2%	97
Bought Canon camera in last 12 months	82	1.7%	81
Own Fuji camera	167	3.5%	87
Own Kodak camera	562	11.9%	100
Bought Kodak camera in last 12 months	122	2.6%	87
Own Nikon camera	248	5.2%	97
Own Olympus camera	257	5.4%	120
Own Polaroid camera	110	2.3%	94
Bought any camera accessory in last 12 months	1,965	41.5%	97
Bought film in last 12 months	937	19.8%	103
Bought film in last 12 months: <3 rolls	430	9.1%	102
Bought film in last 12 months: 3-6 rolls	327	6.9%	110
Bought film in last 12 months: 7+ rolls	179	3.8%	89
Bought film in last 12 mo: APS (color prints)	130	2.7%	103
Bought film in last 12 mo: instant developing	88	1.9%	93
Bought film in last 12 mo: 35mm (black & white)	67	1.4%	149
Bought film in last 12 mo: 35mm (color prints)	572	12.1%	106
Bought Fuji film in last 12 months	262	5.5%	110
Bought Kodak film in last 12 months	569	12.0%	101
Bought store-brand film in last 12 months	90	1.9%	89
Purchased film in last 12 mo: department store	153	3.2%	87
Purchased film in last 12 mo: discount store	235	5.0%	104

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	273	5.8%	123
Purchased film in last 12 mo: grocery store	106	2.2%	104
Purchased film in last 12 mo: 1 hour service store	130	2.8%	108
Had film processed at discount store	168	3.5%	107
Had film processed at drug store	221	4.7%	109
Had film processed at 1 hour service store	156	3.3%	114
Bought memory card for camera in last 12 months	331	7.0%	91
Own memory card for camera	1,086	22.9%	93

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Population 18+		20,014	20,764
Households		10,595	10,987
Median Household Income		\$69,820	\$79,782
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	8,661	81.7%	110
Purchased home PC in last 12 months	1,843	17.4%	111
Purchased home PC 1-2 years ago	2,758	26.0%	115
Purchased home PC 3-4 years ago	2,438	23.0%	118
Purchased home PC 5+ years ago	1,064	10.0%	108
Spent <\$500 on home PC (most recent purchase)	934	8.8%	102
Spent \$500-999 on home PC (most recent purchase)	2,140	20.2%	113
Spent \$1000-1499 on home PC (most recent purchase)	1,595	15.1%	115
Spent \$1500-1999 on home PC (most recent purchase)	824	7.8%	110
Spent \$2000+ on home PC (most recent purchase)	793	7.5%	121
Purchased home PC at computer superstore	1,598	15.1%	118
Purchased home PC at department store	488	4.6%	93
Purchased home PC direct from manufacturer	1,747	16.5%	119
Purchased home PC at electronics store	1,317	12.4%	113
Purchased home PC on Internet	1,039	9.8%	114
Purchased home PC at warehouse discount outlet	257	2.4%	111
HH owns desktop PC	6,865	64.8%	113
HH owns laptop/notebook/tablet PC	3,821	36.1%	116
HH owns any Apple/Mac clone brand PC	728	6.9%	110
HH owns any IBM/IBM compatible brand PC	7,966	75.2%	112
Brand of PC that HH owns: Compaq	1,001	9.4%	111
Brand of PC that HH owns: Dell	3,724	35.1%	114
Brand of PC that HH owns: Gateway	756	7.1%	107
Brand of PC that HH owns: Hewlett Packard	1,900	17.9%	115
Brand of PC that HH owns: Sony Vaio	327	3.1%	106
Child (under 18) uses home PC	2,618	24.7%	117
HH owns CD burner	4,453	42.0%	114
HH owns CD ROM drive	4,638	43.8%	112
HH owns DVD drive	3,021	28.5%	114
HH owns DVD-RW (DVD burner)	2,460	23.2%	113
HH owns external hard drive	1,747	16.5%	116
HH owns flash drive	2,567	24.2%	118
HH owns LAN/network interface card	1,424	13.4%	121
HH owns inkjet printer	5,138	48.5%	114
HH owns laser printer	1,697	16.0%	117
HH owns modem/fax modem	2,513	23.7%	114
HH owns removable cartridge storage device	636	6.0%	104
HH owns scanner	3,522	33.2%	117
HH owns PC speakers	5,021	47.4%	114
HH owns tape backup	320	3.0%	113
HH owns webcam	1,313	12.4%	109
HH owns software: accounting	1,125	10.6%	119
HH owns software: communications/fax	1,025	9.7%	118
HH owns software: database/filing	982	9.3%	114
HH owns software: desktop publishing	1,533	14.5%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,177	11.1%	111
HH owns software: entertainment/games	3,423	32.3%	111
HH owns software: online meeting/conference	331	3.1%	109
HH owns software: personal finance/tax prep	1,924	18.2%	128
HH owns software: presentation graphics	984	9.3%	116
HH owns software: multimedia	1,786	16.9%	110
HH owns software: networking	1,353	12.8%	114
HH owns software: security/anti-virus	3,394	32.0%	114
HH owns software: spreadsheet	2,929	27.6%	120
HH owns software: utility	872	8.2%	116
HH owns software: web authoring	411	3.9%	112
HH owns software: word processing	4,211	39.7%	118
Spent \$500+ on software for home PC in last 12 mo	286	2.7%	113
Purchased computer book in last 12 months	516	4.9%	113
HH owns fax machine	770	7.3%	121
Purchased audio equipment in last 12 months	1,038	9.8%	101
Purchased headphones in last 12 months	429	4.1%	102
HH owns camcorder	2,435	23.0%	118
Purchased camcorder in last 12 months	226	2.1%	100
HH owns CD player	5,461	51.5%	112
Purchased CD player in last 12 months	423	4.0%	103
HH owns DVD player	7,451	70.3%	106
Purchased DVD player in last 12 months	1,125	10.6%	109
HH owns 1 TV	1,639	15.5%	79
HH owns 2 TVs	2,758	26.0%	99
HH owns 3 TVs	2,556	24.1%	108
HH owns 4+ TVs	2,692	25.4%	121
HH owns miniature screen TV (<13 in)	924	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	285	2.7%	97
HH owns regular screen TV (13-26 in)	4,798	45.3%	104
Most recent TV purchase: regular screen (13-26 in)	2,346	22.1%	95
HH owns large screen TV (27-35 in)	5,231	49.4%	106
Most recent TV purchase: large screen (27-35 in)	3,314	31.3%	99
HH owns big screen TV (36-42 in)	2,297	21.7%	115
Most recent TV purchase: big screen (36-42 in)	1,665	15.7%	111
HH owns giant screen TV (over 42 in)	1,841	17.4%	122
Most recent TV purchase: giant screen (over 42 in)	1,461	13.8%	123
HH owns LCD TV	2,438	23.0%	120
HH owns plasma TV	991	9.4%	113
HH owns projection TV	664	6.3%	116
HH owns video game system	3,788	35.8%	107
Purchased video game system in last 12 months	1,222	11.5%	107
HH owns video game system: handheld	1,808	17.1%	111
HH owns video game system: attached to TV/computer	3,356	31.7%	107
HH owns video game system: Game Boy	796	7.5%	109
HH owns video game system: Game Boy Advance/SP	797	7.5%	114
HH owns video game system: Nintendo DS	893	8.4%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	539	5.1%	101
HH owns video game system: Nintendo Wii	864	8.2%	121
HH owns video game system: PlayStation 2	1,812	17.1%	104
HH owns video game system: PlayStation 3	423	4.0%	110
HH owns video game system: Sony PlayStation/PS One	460	4.3%	107
HH owns video game system: Sony PSP	329	3.1%	106
HH owns video game system: Xbox	677	6.4%	107
HH owns video game system: Xbox 360	748	7.1%	109
HH purchased 5+ video games in last 12 months	735	6.9%	107
HH spent \$101+ on video games in last 12 months	929	8.8%	109
Owns MP3 player	6,088	30.4%	113
Purchased MP3 player in last 12 months	2,354	11.8%	115
Owns Apple iPod	2,546	12.7%	115
Purchased Apple iPod in last 12 months	780	3.9%	115
Have any access to the Internet	18,273	91.3%	108
Have access to Internet: at home	16,188	80.9%	115
Have access to Internet: at work	8,690	43.4%	116
Have access to Internet: at school/library	5,423	27.1%	107
Have access to Internet: not hm/work/school/library	4,245	21.2%	109
Use Internet less than once a week	651	3.3%	82
Use Internet 1-2 times per week	998	5.0%	90
Use Internet 3-6 times per week	1,714	8.6%	107
Use Internet once a day	2,393	12.0%	108
Use Internet 2-4 times per day	4,178	20.9%	119
Use Internet 5 or more times per day	6,036	30.2%	121
Any Internet or online usage in last 30 days	15,971	79.8%	113
Used Internet in last 30 days: at home	14,620	73.1%	118
Used Internet in last 30 days: at work	7,627	38.1%	120
Used Internet in last 30 days: at school/library	1,442	7.2%	94
Used Internet/30 days: not home/work/school/library	1,921	9.6%	104
Internet last 30 days: used email	14,573	72.8%	117
Internet last 30 days: used Instant Messenger	5,504	27.5%	109
Internet last 30 days: paid bills online	7,983	39.9%	121
Internet last 30 days: visited online blog	2,142	10.7%	112
Internet last 30 days: wrote online blog	763	3.8%	103
Internet last 30 days: visited chat room	803	4.0%	86
Internet last 30 days: looked for employment	2,712	13.6%	103
Internet last 30 days: played games online	4,411	22.0%	105
Internet last 30 days: traded/tracked investments	2,934	14.7%	131
Internet last 30 days: downloaded music	4,019	20.1%	109
Internet last 30 days: made phone call	863	4.3%	117
Internet last 30 days: made personal purchase	7,631	38.1%	124
Internet last 30 days: made business purchase	2,300	11.5%	121
Internet last 30 days: made travel plans	4,351	21.7%	126
Internet last 30 days: watched online video	4,391	21.9%	114
Internet last 30 days: obtained new/used car info	2,128	10.6%	120
Internet last 30 days: obtained financial info	5,935	29.7%	124
Internet last 30 days: obtained medical info	3,979	19.9%	119
Internet last 30 days: obtained latest news	9,244	46.2%	120
Internet last 30 days: obtained real estate info	2,658	13.3%	123

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	5,451	27.2%	118
Ordered anything on Internet in last 12 months	8,686	43.4%	126
Ordered on Internet/12 mo: airline ticket	4,503	22.5%	134
Ordered on Internet/12 mo: CD/tape	1,099	5.5%	125
Ordered on Internet/12 mo: clothing	3,635	18.2%	125
Ordered on Internet/12 mo: computer	822	4.1%	120
Ordered on Internet/12 mo: computer peripheral	1,078	5.4%	124
Ordered on Internet/12 mo: DVD	1,533	7.7%	117
Ordered on Internet/12 mo: flowers	1,273	6.4%	137
Ordered on Internet/12 mo: software	1,450	7.2%	127
Ordered on Internet/12 mo: tickets (concerts etc.)	2,516	12.6%	131
Ordered on Internet/12 mo: toy	1,197	6.0%	120
Purchased item from amazon.com in last 12 months	3,514	17.6%	125
Purchased item from barnes&noble.com in last 12 mo	839	4.2%	131
Purchased item from bestbuy.com in last 12 months	646	3.2%	128
Purchased item from ebay.com in last 12 months	2,171	10.8%	117
Purchased item from walmart.com in last 12 months	882	4.4%	108
Spent on Internet orders last 12 months: <\$100	1,223	6.1%	112
Spent on Internet orders last 12 months: \$100-199	1,163	5.8%	108
Spent on Internet orders last 12 months: \$200-499	1,980	9.9%	118
Spent on Internet orders last 12 months: \$500+	3,827	19.1%	131
Connection to Internet from home: dial-up modem	1,457	7.3%	87
Connection to Internet from home: cable modem	6,802	34.0%	126
Connection to Internet from home: DSL	5,510	27.5%	112
Connection to Internet from home: wireless	3,372	16.8%	122
Connection to Internet from home: any broadband	14,117	70.5%	119
DVDs rented in last 30 days: 1	586	2.9%	111
DVDs rented in last 30 days: 2	1,095	5.5%	118
DVDs rented in last 30 days: 3	736	3.7%	115
DVDs rented in last 30 days: 4	850	4.2%	110
DVDs rented in last 30 days: 5+	2,987	14.9%	113
Rented video tape/DVD last month: action/adventure	4,513	22.5%	112
Rented video tape/DVD last month: classic	1,135	5.7%	109
Rented video tape/DVD last month: comedy	4,643	23.2%	112
Rented video tape/DVD last month: drama	3,112	15.6%	114
Rented video tape/DVD last month: family/children	1,988	9.9%	112
Rented video tape/DVD last month: foreign	398	2.0%	101
Rented video tape/DVD last month: horror	1,396	7.0%	94
Rented video tape/DVD last month: romance	1,599	8.0%	106
Rented video tape/DVD last month: science fiction	1,124	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	2,982	14.9%	123
Rented video tape/DVD last mo at Hollywood Video	939	4.7%	114
Bought video tape/DVD last month: action/adventure	1,657	8.3%	99
Bought video tape/DVD last month: classic	482	2.4%	89
Bought video tape/DVD last month: comedy	1,616	8.1%	100
Bought video tape/DVD last month: drama	842	4.2%	97
Bought video tape/DVD last month: family/children	1,204	6.0%	102
Bought video tape/DVD last month: horror	419	2.1%	67
Bought video tape/DVD last month: romance	485	2.4%	95

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	502	2.5%	101
Bought blank video tape in last 6 months	2,214	11.1%	98
Bought 7+ blank video tapes in last 6 months	489	2.4%	94
DVDs purchased in last 30 days: 1	1,101	5.5%	111
DVDs purchased in last 30 days: 2	1,015	5.1%	107
DVDs purchased in last 30 days: 3-4	930	4.6%	100
DVDs purchased in last 30 days: 5+	884	4.4%	85
Bought any camera in last 12 months	2,685	13.4%	104
Spent on cameras in last 12 months: <\$100	812	4.1%	92
Spent on cameras in last 12 months: \$100-199	650	3.2%	108
Spent on cameras in last 12 months: \$200+	891	4.5%	112
Own APS (point & shoot or SLR) camera	674	3.4%	122
Own digital camera	7,899	39.5%	120
Bought digital camera in last 12 months	1,548	7.7%	113
Own digital point & shoot camera	5,984	29.9%	120
Bought digital point & shoot camera in last 12 mo	1,117	5.6%	113
Own digital SLR camera	2,181	10.9%	118
Bought digital SLR camera in last 12 months	493	2.5%	109
Own 35mm auto focus point & shoot camera	1,025	5.1%	109
Own 35mm auto focus single lens reflex camera	576	2.9%	121
Own 35mm auto focus zoom camera	1,196	6.0%	106
Own 35mm single lens reflex camera	745	3.7%	124
Own Canon camera	3,761	18.8%	120
Bought Canon camera in last 12 months	449	2.2%	105
Own Fuji camera	757	3.8%	93
Own Kodak camera	2,523	12.6%	107
Bought Kodak camera in last 12 months	545	2.7%	92
Own Nikon camera	1,315	6.6%	121
Own Olympus camera	1,185	5.9%	130
Own Polaroid camera	398	2.0%	81
Bought any camera accessory in last 12 months	9,870	49.3%	115
Bought film in last 12 months	3,994	20.0%	104
Bought film in last 12 months: <3 rolls	1,866	9.3%	105
Bought film in last 12 months: 3-6 rolls	1,237	6.2%	99
Bought film in last 12 months: 7+ rolls	890	4.4%	105
Bought film in last 12 mo: APS (color prints)	580	2.9%	109
Bought film in last 12 mo: instant developing	354	1.8%	88
Bought film in last 12 mo: 35mm (black & white)	202	1.0%	106
Bought film in last 12 mo: 35mm (color prints)	2,372	11.9%	104
Bought Fuji film in last 12 months	990	4.9%	98
Bought Kodak film in last 12 months	2,520	12.6%	106
Bought store-brand film in last 12 months	437	2.2%	102
Purchased film in last 12 mo: department store	586	2.9%	79
Purchased film in last 12 mo: discount store	960	4.8%	101

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,029	5.1%	110
Purchased film in last 12 mo: grocery store	437	2.2%	102
Purchased film in last 12 mo: 1 hour service store	455	2.3%	89
Had film processed at discount store	662	3.3%	100
Had film processed at drug store	934	4.7%	109
Had film processed at 1 hour service store	586	2.9%	101
Bought memory card for camera in last 12 months	1,745	8.7%	114
Own memory card for camera	5,981	29.9%	121

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Population 18+		58,526	60,944
Households		29,706	30,888
Median Household Income		\$76,561	\$85,170
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	25,071	84.4%	114
Purchased home PC in last 12 months	5,420	18.2%	116
Purchased home PC 1-2 years ago	7,962	26.8%	119
Purchased home PC 3-4 years ago	6,956	23.4%	120
Purchased home PC 5+ years ago	3,082	10.4%	111
Spent <\$500 on home PC (most recent purchase)	2,555	8.6%	99
Spent \$500-999 on home PC (most recent purchase)	5,993	20.2%	113
Spent \$1000-1499 on home PC (most recent purchase)	4,745	16.0%	122
Spent \$1500-1999 on home PC (most recent purchase)	2,545	8.6%	121
Spent \$2000+ on home PC (most recent purchase)	2,363	8.0%	128
Purchased home PC at computer superstore	4,673	15.7%	123
Purchased home PC at department store	1,310	4.4%	89
Purchased home PC direct from manufacturer	5,176	17.4%	125
Purchased home PC at electronics store	3,822	12.9%	117
Purchased home PC on Internet	3,091	10.4%	121
Purchased home PC at warehouse discount outlet	716	2.4%	110
HH owns desktop PC	19,955	67.2%	117
HH owns laptop/notebook/tablet PC	11,297	38.0%	122
HH owns any Apple/Mac clone brand PC	2,177	7.3%	117
HH owns any IBM/IBM compatible brand PC	22,994	77.4%	115
Brand of PC that HH owns: Compaq	2,762	9.3%	110
Brand of PC that HH owns: Dell	10,944	36.8%	119
Brand of PC that HH owns: Gateway	2,184	7.4%	110
Brand of PC that HH owns: Hewlett Packard	5,509	18.5%	119
Brand of PC that HH owns: Sony Vaio	961	3.2%	111
Child (under 18) uses home PC	7,971	26.8%	127
HH owns CD burner	12,927	43.5%	118
HH owns CD ROM drive	13,525	45.5%	116
HH owns DVD drive	8,808	29.7%	119
HH owns DVD-RW (DVD burner)	7,272	24.5%	119
HH owns external hard drive	5,208	17.5%	124
HH owns flash drive	7,694	25.9%	126
HH owns LAN/network interface card	4,267	14.4%	130
HH owns inkjet printer	14,928	50.3%	118
HH owns laser printer	5,217	17.6%	128
HH owns modem/fax modem	7,335	24.7%	119
HH owns removable cartridge storage device	1,943	6.5%	113
HH owns scanner	10,299	34.7%	122
HH owns PC speakers	14,536	48.9%	117
HH owns tape backup	931	3.1%	118
HH owns webcam	3,919	13.2%	116
HH owns software: accounting	3,411	11.5%	129
HH owns software: communications/fax	3,085	10.4%	127
HH owns software: database/filing	2,888	9.7%	119
HH owns software: desktop publishing	4,507	15.2%	125

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	3,479	11.7%	117
HH owns software: entertainment/games	9,886	33.3%	115
HH owns software: online meeting/conference	985	3.3%	116
HH owns software: personal finance/tax prep	5,803	19.5%	138
HH owns software: presentation graphics	2,989	10.1%	126
HH owns software: multimedia	5,356	18.0%	118
HH owns software: networking	4,046	13.6%	122
HH owns software: security/anti-virus	10,174	34.2%	122
HH owns software: spreadsheet	8,855	29.8%	129
HH owns software: utility	2,578	8.7%	122
HH owns software: web authoring	1,212	4.1%	118
HH owns software: word processing	12,476	42.0%	125
Spent \$500+ on software for home PC in last 12 mo	833	2.8%	117
Purchased computer book in last 12 months	1,536	5.2%	120
HH owns fax machine	2,275	7.7%	127
Purchased audio equipment in last 12 months	2,959	10.0%	103
Purchased headphones in last 12 months	1,176	4.0%	99
HH owns camcorder	7,423	25.0%	128
Purchased camcorder in last 12 months	678	2.3%	107
HH owns CD player	15,516	52.2%	114
Purchased CD player in last 12 months	1,188	4.0%	103
HH owns DVD player	21,385	72.0%	109
Purchased DVD player in last 12 months	3,062	10.3%	106
HH owns 1 TV	4,249	14.3%	73
HH owns 2 TVs	7,473	25.2%	96
HH owns 3 TVs	7,239	24.4%	109
HH owns 4+ TVs	8,057	27.1%	129
HH owns miniature screen TV (<13 in)	2,646	8.9%	112
Most recent TV purchase: miniature screen (<13 in)	778	2.6%	94
HH owns regular screen TV (13-26 in)	13,311	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	6,299	21.2%	91
HH owns large screen TV (27-35 in)	14,762	49.7%	107
Most recent TV purchase: large screen (27-35 in)	9,111	30.7%	97
HH owns big screen TV (36-42 in)	6,906	23.2%	123
Most recent TV purchase: big screen (36-42 in)	4,924	16.6%	117
HH owns giant screen TV (over 42 in)	5,574	18.8%	132
Most recent TV purchase: giant screen (over 42 in)	4,339	14.6%	131
HH owns LCD TV	7,104	23.9%	125
HH owns plasma TV	2,969	10.0%	121
HH owns projection TV	2,051	6.9%	128
HH owns video game system	11,256	37.9%	113
Purchased video game system in last 12 months	3,820	12.9%	119
HH owns video game system: handheld	5,483	18.5%	120
HH owns video game system: attached to TV/computer	9,973	33.6%	114
HH owns video game system: Game Boy	2,418	8.1%	118
HH owns video game system: Game Boy Advance/SP	2,420	8.1%	124
HH owns video game system: Nintendo DS	2,858	9.6%	127

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,717	5.8%	115
HH owns video game system: Nintendo Wii	2,679	9.0%	134
HH owns video game system: PlayStation 2	5,319	17.9%	109
HH owns video game system: PlayStation 3	1,217	4.1%	113
HH owns video game system: Sony PlayStation/PS One	1,323	4.5%	110
HH owns video game system: Sony PSP	955	3.2%	110
HH owns video game system: Xbox	1,956	6.6%	111
HH owns video game system: Xbox 360	2,334	7.9%	122
HH purchased 5+ video games in last 12 months	2,218	7.5%	115
HH spent \$101+ on video games in last 12 months	2,831	9.5%	118
Owns MP3 player	18,503	31.6%	118
Purchased MP3 player in last 12 months	7,024	12.0%	118
Owns Apple iPod	7,969	13.6%	123
Purchased Apple iPod in last 12 months	2,390	4.1%	121
Have any access to the Internet	53,987	92.2%	109
Have access to Internet: at home	48,859	83.5%	119
Have access to Internet: at work	27,178	46.4%	124
Have access to Internet: at school/library	15,486	26.5%	105
Have access to Internet: not hm/work/school/library	12,344	21.1%	109
Use Internet less than once a week	1,735	3.0%	74
Use Internet 1-2 times per week	2,770	4.7%	86
Use Internet 3-6 times per week	4,745	8.1%	101
Use Internet once a day	7,238	12.4%	112
Use Internet 2-4 times per day	12,659	21.6%	123
Use Internet 5 or more times per day	18,814	32.1%	128
Any Internet or online usage in last 30 days	47,961	81.9%	116
Used Internet in last 30 days: at home	44,378	75.8%	122
Used Internet in last 30 days: at work	24,064	41.1%	129
Used Internet in last 30 days: at school/library	4,210	7.2%	93
Used Internet/30 days: not home/work/school/library	5,840	10.0%	108
Internet last 30 days: used email	44,028	75.2%	121
Internet last 30 days: used Instant Messenger	16,424	28.1%	111
Internet last 30 days: paid bills online	24,201	41.4%	126
Internet last 30 days: visited online blog	6,566	11.2%	117
Internet last 30 days: wrote online blog	2,308	3.9%	107
Internet last 30 days: visited chat room	2,455	4.2%	90
Internet last 30 days: looked for employment	7,982	13.6%	104
Internet last 30 days: played games online	12,626	21.6%	103
Internet last 30 days: traded/tracked investments	9,573	16.4%	146
Internet last 30 days: downloaded music	12,156	20.8%	113
Internet last 30 days: made phone call	2,660	4.5%	123
Internet last 30 days: made personal purchase	23,595	40.3%	131
Internet last 30 days: made business purchase	7,418	12.7%	133
Internet last 30 days: made travel plans	13,970	23.9%	138
Internet last 30 days: watched online video	13,111	22.4%	117
Internet last 30 days: obtained new/used car info	6,383	10.9%	123
Internet last 30 days: obtained financial info	18,509	31.6%	132
Internet last 30 days: obtained medical info	12,069	20.6%	124
Internet last 30 days: obtained latest news	28,467	48.6%	126
Internet last 30 days: obtained real estate info	8,457	14.4%	134

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Electronics and Internet Market Potential

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Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	17,386	29.7%	128
Ordered anything on Internet in last 12 months	26,696	45.6%	132
Ordered on Internet/12 mo: airline ticket	14,270	24.4%	146
Ordered on Internet/12 mo: CD/tape	3,363	5.7%	131
Ordered on Internet/12 mo: clothing	11,233	19.2%	132
Ordered on Internet/12 mo: computer	2,587	4.4%	129
Ordered on Internet/12 mo: computer peripheral	3,370	5.8%	133
Ordered on Internet/12 mo: DVD	4,690	8.0%	122
Ordered on Internet/12 mo: flowers	4,022	6.9%	148
Ordered on Internet/12 mo: software	4,473	7.6%	134
Ordered on Internet/12 mo: tickets (concerts etc.)	7,873	13.5%	140
Ordered on Internet/12 mo: toy	3,866	6.6%	133
Purchased item from amazon.com in last 12 months	11,108	19.0%	135
Purchased item from barnes&noble.com in last 12 mo	2,608	4.5%	139
Purchased item from bestbuy.com in last 12 months	1,880	3.2%	127
Purchased item from ebay.com in last 12 months	6,534	11.2%	120
Purchased item from walmart.com in last 12 months	2,623	4.5%	109
Spent on Internet orders last 12 months: <\$100	3,536	6.0%	111
Spent on Internet orders last 12 months: \$100-199	3,585	6.1%	113
Spent on Internet orders last 12 months: \$200-499	5,944	10.2%	121
Spent on Internet orders last 12 months: \$500+	12,218	20.9%	144
Connection to Internet from home: dial-up modem	3,893	6.7%	80
Connection to Internet from home: cable modem	20,382	34.8%	129
Connection to Internet from home: DSL	17,364	29.7%	121
Connection to Internet from home: wireless	10,651	18.2%	132
Connection to Internet from home: any broadband	43,135	73.7%	125
DVDs rented in last 30 days: 1	1,735	3.0%	112
DVDs rented in last 30 days: 2	3,190	5.5%	118
DVDs rented in last 30 days: 3	2,182	3.7%	116
DVDs rented in last 30 days: 4	2,508	4.3%	111
DVDs rented in last 30 days: 5+	9,054	15.5%	117
Rented video tape/DVD last month: action/adventure	13,576	23.2%	115
Rented video tape/DVD last month: classic	3,391	5.8%	111
Rented video tape/DVD last month: comedy	13,901	23.8%	115
Rented video tape/DVD last month: drama	9,279	15.9%	117
Rented video tape/DVD last month: family/children	6,099	10.4%	117
Rented video tape/DVD last month: foreign	1,265	2.2%	109
Rented video tape/DVD last month: horror	3,955	6.8%	91
Rented video tape/DVD last month: romance	4,806	8.2%	109
Rented video tape/DVD last month: science fiction	3,254	5.6%	105
Rented video tape/DVD last mo at Blockbuster Video	9,117	15.6%	129
Rented video tape/DVD last mo at Hollywood Video	2,760	4.7%	114
Bought video tape/DVD last month: action/adventure	4,905	8.4%	100
Bought video tape/DVD last month: classic	1,350	2.3%	85
Bought video tape/DVD last month: comedy	4,737	8.1%	101
Bought video tape/DVD last month: drama	2,533	4.3%	100
Bought video tape/DVD last month: family/children	3,714	6.3%	108
Bought video tape/DVD last month: horror	1,224	2.1%	67
Bought video tape/DVD last month: romance	1,414	2.4%	95

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Electronics and Internet Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,456	2.5%	100
Bought blank video tape in last 6 months	6,601	11.3%	99
Bought 7+ blank video tapes in last 6 months	1,418	2.4%	93
DVDs purchased in last 30 days: 1	3,375	5.8%	116
DVDs purchased in last 30 days: 2	3,090	5.3%	111
DVDs purchased in last 30 days: 3-4	2,722	4.7%	100
DVDs purchased in last 30 days: 5+	2,609	4.5%	86
Bought any camera in last 12 months	8,071	13.8%	107
Spent on cameras in last 12 months: <\$100	2,158	3.7%	83
Spent on cameras in last 12 months: \$100-199	2,024	3.5%	115
Spent on cameras in last 12 months: \$200+	2,870	4.9%	123
Own APS (point & shoot or SLR) camera	2,064	3.5%	128
Own digital camera	24,077	41.1%	125
Bought digital camera in last 12 months	4,830	8.3%	121
Own digital point & shoot camera	18,308	31.3%	126
Bought digital point & shoot camera in last 12 mo	3,469	5.9%	120
Own digital SLR camera	6,607	11.3%	122
Bought digital SLR camera in last 12 months	1,465	2.5%	111
Own 35mm auto focus point & shoot camera	2,990	5.1%	109
Own 35mm auto focus single lens reflex camera	1,714	2.9%	123
Own 35mm auto focus zoom camera	3,542	6.1%	108
Own 35mm single lens reflex camera	2,200	3.8%	125
Own Canon camera	11,676	20.0%	127
Bought Canon camera in last 12 months	1,518	2.6%	122
Own Fuji camera	2,320	4.0%	98
Own Kodak camera	6,937	11.9%	100
Bought Kodak camera in last 12 months	1,451	2.5%	83
Own Nikon camera	4,085	7.0%	129
Own Olympus camera	3,524	6.0%	133
Own Polaroid camera	1,088	1.9%	76
Bought any camera accessory in last 12 months	29,281	50.0%	117
Bought film in last 12 months	11,264	19.2%	101
Bought film in last 12 months: <3 rolls	5,195	8.9%	100
Bought film in last 12 months: 3-6 rolls	3,584	6.1%	98
Bought film in last 12 months: 7+ rolls	2,482	4.2%	100
Bought film in last 12 mo: APS (color prints)	1,600	2.7%	102
Bought film in last 12 mo: instant developing	1,013	1.7%	87
Bought film in last 12 mo: 35mm (black & white)	523	0.9%	94
Bought film in last 12 mo: 35mm (color prints)	6,750	11.5%	101
Bought Fuji film in last 12 months	2,766	4.7%	94
Bought Kodak film in last 12 months	7,118	12.2%	103
Bought store-brand film in last 12 months	1,261	2.2%	101
Purchased film in last 12 mo: department store	1,509	2.6%	69
Purchased film in last 12 mo: discount store	2,704	4.6%	97

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ECONOMIC DEVELOPMENT

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Latitude: 39.17546  
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	2,915	5.0%	106
Purchased film in last 12 mo: grocery store	1,225	2.1%	97
Purchased film in last 12 mo: 1 hour service store	1,269	2.2%	85
Had film processed at discount store	1,882	3.2%	97
Had film processed at drug store	2,661	4.5%	107
Had film processed at 1 hour service store	1,568	2.7%	92
Bought memory card for camera in last 12 months	5,327	9.1%	119
Own memory card for camera	18,142	31.0%	125

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Population 18+		4,734	4,821
Households		2,944	3,002
Median Household Income		\$42,764	\$51,410
Product/Consumer Behavior		Expected Number of Adults	Percent MPI
Bank/financial institution: use full service bank		2,475	52.3% 106
Bank/financial institution: use savings & loan		495	10.5% 100
Bank/financial institution: use credit union		1,094	23.1% 102
Bank/financial institution: use fed savings bank		111	2.3% 102
Bank/financial institution: use mutual funds co		195	4.1% 126
Bank/financial institution: use Internet Bank		183	3.9% 90
Used ATM/cash machine in last 12 months		2,454	51.8% 102
Banked in person in last 12 months		2,450	51.8% 100
Banked by mail in last 12 months		304	6.4% 120
Banked by phone in last 12 months		740	15.6% 104
Did banking over the Internet in last 12 months		1,261	26.6% 98
Used direct deposit of paycheck in last 12 months		1,957	41.3% 107
Have interest checking account		1,608	34.0% 105
Have non-interest checking account		1,294	27.3% 103
Have money market account		629	13.3% 108
Have savings account		1,775	37.5% 103
Have 401K retirement savings		731	15.4% 87
Have IRA retirement savings		709	15.0% 99
Have auto loan for new car		516	10.9% 94
Have personal loan for education only		173	3.7% 90
Have personal loan-not for education		85	1.8% 71
Have home mortgage (1st)		799	16.9% 88
Have 2nd mortgage (equity loan)		254	5.4% 85
Have home equity line of credit		253	5.3% 89
Have personal line of credit		209	4.4% 98
Have overdraft protection		611	12.9% 97
Own any securities investment		1,263	26.7% 107
Own annuities		168	3.5% 117
Own certificate of deposit (6 months or less)		209	4.4% 126
Own certificate of deposit (more than 6 months)		263	5.6% 100
Own common/preferred stock in company you work for		134	2.8% 94
Own common stock in company you don't work for		366	7.7% 122
Own insured money market account (bank)		128	2.7% 131
Own shares in money market fund		345	7.3% 110
Own shares in mutual fund (bonds)		310	6.5% 110
Own shares in mutual fund (stock)		430	9.1% 97
Own any stock		493	10.4% 113
Own stock with market value <\$10000		157	3.3% 107
Own stock with market value \$10000-49999		137	2.9% 116
Own stock with market value \$50000+		128	2.7% 108

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

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Ring: 1 mile radius

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Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	311		6.6%	96
Used financial planning counsel in last 12 months	363		7.7%	98
Used full service brokerage firm in last 12 months	344		7.3%	117
Own any credit/debit card (in own name)	3,648		77.1%	104
Own American Express card (in own name)	531		11.2%	90
Own Discover card (in own name)	517		10.9%	98
Own MasterCard (in own name)	1,692		35.7%	104
Own Visa (in own name)	2,442		51.6%	105
Own any department store credit card (in own name)	1,581		33.4%	108
Avg monthly credit card expenditures: <\$111	686		14.5%	105
Avg monthly credit card expenditures: \$111-225	378		8.0%	103
Avg monthly credit card expenditures: \$226-450	383		8.1%	108
Avg monthly credit card expenditures: \$451-700	301		6.4%	100
Avg monthly credit card expenditures: \$701+	614		13.0%	97

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ECONOMIC DEVELOPMENT

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Milford - Lila Avenue  
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Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		26,583	27,482	
Population 18+		20,014	20,764	
Households		10,595	10,987	
Median Household Income		\$69,820	\$79,782	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		10,968	54.8%	111
Bank/financial institution: use savings & loan		2,238	11.2%	107
Bank/financial institution: use credit union		5,384	26.9%	119
Bank/financial institution: use fed savings bank		503	2.5%	109
Bank/financial institution: use mutual funds co		825	4.1%	126
Bank/financial institution: use Internet Bank		935	4.7%	108
Used ATM/cash machine in last 12 months		11,645	58.2%	115
Banked in person in last 12 months		11,467	57.3%	111
Banked by mail in last 12 months		1,287	6.4%	120
Banked by phone in last 12 months		3,352	16.7%	112
Did banking over the Internet in last 12 months		6,758	33.8%	124
Used direct deposit of paycheck in last 12 months		8,936	44.6%	116
Have interest checking account		7,687	38.4%	119
Have non-interest checking account		5,724	28.6%	107
Have money market account		3,329	16.6%	135
Have savings account		8,542	42.7%	117
Have 401K retirement savings		4,540	22.7%	128
Have IRA retirement savings		3,855	19.3%	128
Have auto loan for new car		2,676	13.4%	116
Have personal loan for education only		899	4.5%	111
Have personal loan-not for education		465	2.3%	92
Have home mortgage (1st)		5,019	25.1%	131
Have 2nd mortgage (equity loan)		1,767	8.8%	140
Have home equity line of credit		1,657	8.3%	138
Have personal line of credit		1,095	5.5%	121
Have overdraft protection		3,309	16.5%	124
Own any securities investment		6,230	31.1%	125
Own annuities		726	3.6%	120
Own certificate of deposit (6 months or less)		891	4.5%	127
Own certificate of deposit (more than 6 months)		1,318	6.6%	118
Own common/preferred stock in company you work for		808	4.0%	134
Own common stock in company you don't work for		1,730	8.6%	137
Own insured money market account (bank)		581	2.9%	141
Own shares in money market fund		1,806	9.0%	136
Own shares in mutual fund (bonds)		1,613	8.1%	136
Own shares in mutual fund (stock)		2,504	12.5%	133
Own any stock		2,463	12.3%	134
Own stock with market value <\$10000		763	3.8%	123
Own stock with market value \$10000-49999		652	3.3%	130
Own stock with market value \$50000+		696	3.5%	139

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	1,630		8.1%	119
Used financial planning counsel in last 12 months	2,005		10.0%	128
Used full service brokerage firm in last 12 months	1,614		8.1%	130
Own any credit/debit card (in own name)	16,331		81.6%	110
Own American Express card (in own name)	3,212		16.0%	129
Own Discover card (in own name)	2,576		12.9%	115
Own MasterCard (in own name)	8,043		40.2%	117
Own Visa (in own name)	11,291		56.4%	115
Own any department store credit card (in own name)	7,305		36.5%	118
Avg monthly credit card expenditures: <\$111	2,781		13.9%	100
Avg monthly credit card expenditures: \$111-225	1,661		8.3%	107
Avg monthly credit card expenditures: \$226-450	1,673		8.4%	112
Avg monthly credit card expenditures: \$451-700	1,496		7.5%	117
Avg monthly credit card expenditures: \$701+	3,601		18.0%	135

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		79,429	82,395	
Population 18+		58,526	60,944	
Households		29,706	30,888	
Median Household Income		\$76,561	\$85,170	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		32,537	55.6%	113
Bank/financial institution: use savings & loan		6,539	11.2%	107
Bank/financial institution: use credit union		15,912	27.2%	120
Bank/financial institution: use fed savings bank		1,452	2.5%	108
Bank/financial institution: use mutual funds co		2,474	4.2%	130
Bank/financial institution: use Internet Bank		2,962	5.1%	117
Used ATM/cash machine in last 12 months		35,199	60.1%	118
Banked in person in last 12 months		33,899	57.9%	112
Banked by mail in last 12 months		3,749	6.4%	120
Banked by phone in last 12 months		9,933	17.0%	113
Did banking over the Internet in last 12 months		20,691	35.4%	130
Used direct deposit of paycheck in last 12 months		26,504	45.3%	117
Have interest checking account		23,193	39.6%	123
Have non-interest checking account		16,995	29.0%	109
Have money market account		10,225	17.5%	142
Have savings account		25,396	43.4%	119
Have 401K retirement savings		14,096	24.1%	136
Have IRA retirement savings		11,876	20.3%	135
Have auto loan for new car		8,173	14.0%	121
Have personal loan for education only		2,699	4.6%	114
Have personal loan-not for education		1,374	2.3%	93
Have home mortgage (1st)		15,642	26.7%	139
Have 2nd mortgage (equity loan)		5,504	9.4%	150
Have home equity line of credit		5,022	8.6%	143
Have personal line of credit		3,245	5.5%	123
Have overdraft protection		9,998	17.1%	128
Own any securities investment		18,701	32.0%	128
Own annuities		2,227	3.8%	125
Own certificate of deposit (6 months or less)		2,492	4.3%	121
Own certificate of deposit (more than 6 months)		3,861	6.6%	118
Own common/preferred stock in company you work for		2,500	4.3%	142
Own common stock in company you don't work for		5,259	9.0%	142
Own insured money market account (bank)		1,657	2.8%	137
Own shares in money market fund		5,524	9.4%	142
Own shares in mutual fund (bonds)		4,845	8.3%	140
Own shares in mutual fund (stock)		7,802	13.3%	142
Own any stock		7,481	12.8%	139
Own stock with market value <\$10000		2,154	3.7%	119
Own stock with market value \$10000-49999		2,025	3.5%	138
Own stock with market value \$50000+		2,135	3.6%	146

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Investments Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	4,887		8.4%	122
Used financial planning counsel in last 12 months	6,285		10.7%	137
Used full service brokerage firm in last 12 months	4,972		8.5%	137
Own any credit/debit card (in own name)	48,423		82.7%	112
Own American Express card (in own name)	10,319		17.6%	142
Own Discover card (in own name)	7,866		13.4%	120
Own MasterCard (in own name)	23,891		40.8%	119
Own Visa (in own name)	33,594		57.4%	117
Own any department store credit card (in own name)	21,671		37.0%	119
Avg monthly credit card expenditures: <\$111	7,964		13.6%	98
Avg monthly credit card expenditures: \$111-225	4,796		8.2%	105
Avg monthly credit card expenditures: \$226-450	4,996		8.5%	114
Avg monthly credit card expenditures: \$451-700	4,510		7.7%	121
Avg monthly credit card expenditures: \$701+	11,524		19.7%	147

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Population 18+		4,734	4,821
Households		2,944	3,002
Median Household Income		\$42,764	\$51,410
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	1,266	43.0%	83
HH owns any bird	65	2.2%	76
HH owns any cat	646	21.9%	91
HH owns any dog	823	28.0%	74
HH owns 1 cat	370	12.6%	98
HH owns 2+ cats	276	9.4%	81
HH owns 1 dog	568	19.3%	82
HH owns 2+ dogs	254	8.6%	59
HH used canned cat food in last 6 months	339	11.5%	99
HH used <4 cans of cat food in last 7 days	110	3.7%	86
HH used 8+ cans of cat food in last 7 days	113	3.8%	107
HH used packaged dry cat food in last 6 months	606	20.6%	89
HH used <5 pounds of packaged dry cat food last mo	229	7.8%	95
HH used 11+ pounds of packaged dry cat food last mo	160	5.4%	75
HH used cat treats in last 6 months	274	9.3%	91
HH used cat litter in last 6 months	581	19.7%	96
HH used canned dog food in last 6 months	321	10.9%	82
HH used packaged dry dog food in last 6 months	792	26.9%	74
HH used <10 pounds of pkgd dry dog food last month	363	12.3%	74
HH used 25+ pounds of pkgd dry dog food last month	219	7.4%	68
HH used dog biscuits/treats in last 6 months	651	22.1%	75
HH used <2 packages of dog biscuits/treats last mo	289	9.8%	66
HH used 4+ packages of dog biscuits/treats last mo	134	4.6%	82
HH used flea/tick care prod for cat/dog last 12 mo	768	26.1%	77
HH member took pet to vet in last 12 mo: 1 time	311	10.6%	83
HH member took pet to vet in last 12 mo: 2 times	284	9.6%	87
HH member took pet to vet in last 12 mo: 3 times	128	4.3%	77
HH member took pet to vet in last 12 mo: 4 times	99	3.4%	81
HH member took pet to vet in last 12 mo: 5+ times	116	3.9%	71
Bought pet food from vet in last 12 months	131	4.5%	87
Bought flea control product from vet in last 12 mo	323	11.0%	82

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Population 18+		20,014	20,764
Households		10,595	10,987
Median Household Income		\$69,820	\$79,782
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	5,959	56.2%	109
HH owns any bird	295	2.8%	96
HH owns any cat	2,752	26.0%	108
HH owns any dog	4,346	41.0%	108
HH owns 1 cat	1,482	14.0%	109
HH owns 2+ cats	1,269	12.0%	103
HH owns 1 dog	2,798	26.4%	113
HH owns 2+ dogs	1,548	14.6%	100
HH used canned cat food in last 6 months	1,353	12.8%	110
HH used <4 cans of cat food in last 7 days	478	4.5%	104
HH used 8+ cans of cat food in last 7 days	415	3.9%	109
HH used packaged dry cat food in last 6 months	2,664	25.1%	108
HH used <5 pounds of packaged dry cat food last mo	977	9.2%	113
HH used 11+ pounds of packaged dry cat food last mo	716	6.8%	94
HH used cat treats in last 6 months	1,182	11.2%	109
HH used cat litter in last 6 months	2,428	22.9%	112
HH used canned dog food in last 6 months	1,472	13.9%	105
HH used packaged dry dog food in last 6 months	4,178	39.4%	108
HH used <10 pounds of pkgd dry dog food last month	1,866	17.6%	106
HH used 25+ pounds of pkgd dry dog food last month	1,250	11.8%	107
HH used dog biscuits/treats in last 6 months	3,477	32.8%	111
HH used <2 packages of dog biscuits/treats last mo	1,776	16.8%	113
HH used 4+ packages of dog biscuits/treats last mo	582	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo	3,820	36.1%	106
HH member took pet to vet in last 12 mo: 1 time	1,528	14.4%	114
HH member took pet to vet in last 12 mo: 2 times	1,308	12.3%	112
HH member took pet to vet in last 12 mo: 3 times	623	5.9%	104
HH member took pet to vet in last 12 mo: 4 times	470	4.4%	107
HH member took pet to vet in last 12 mo: 5+ times	669	6.3%	113
Bought pet food from vet in last 12 months	612	5.8%	113
Bought flea control product from vet in last 12 mo	1,634	15.4%	116

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Pets and Products Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Population 18+		58,526	60,944
Households		29,706	30,888
Median Household Income		\$76,561	\$85,170
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	16,913	56.9%	110
HH owns any bird	833	2.8%	97
HH owns any cat	7,528	25.3%	105
HH owns any dog	12,438	41.9%	111
HH owns 1 cat	4,055	13.7%	107
HH owns 2+ cats	3,471	11.7%	101
HH owns 1 dog	7,977	26.9%	114
HH owns 2+ dogs	4,460	15.0%	102
HH used canned cat food in last 6 months	3,632	12.2%	105
HH used <4 cans of cat food in last 7 days	1,331	4.5%	103
HH used 8+ cans of cat food in last 7 days	1,050	3.5%	98
HH used packaged dry cat food in last 6 months	7,249	24.4%	105
HH used <5 pounds of packaged dry cat food last mo	2,609	8.8%	108
HH used 11+ pounds of packaged dry cat food last mo	1,932	6.5%	90
HH used cat treats in last 6 months	3,144	10.6%	103
HH used cat litter in last 6 months	6,536	22.0%	108
HH used canned dog food in last 6 months	4,119	13.9%	105
HH used packaged dry dog food in last 6 months	11,946	40.2%	111
HH used <10 pounds of pkgd dry dog food last month	5,317	17.9%	108
HH used 25+ pounds of pkgd dry dog food last month	3,480	11.7%	107
HH used dog biscuits/treats in last 6 months	9,945	33.5%	113
HH used <2 packages of dog biscuits/treats last mo	5,149	17.3%	117
HH used 4+ packages of dog biscuits/treats last mo	1,631	5.5%	99
HH used flea/tick care prod for cat/dog last 12 mo	10,669	35.9%	106
HH member took pet to vet in last 12 mo: 1 time	4,254	14.3%	113
HH member took pet to vet in last 12 mo: 2 times	3,663	12.3%	112
HH member took pet to vet in last 12 mo: 3 times	1,846	6.2%	110
HH member took pet to vet in last 12 mo: 4 times	1,382	4.7%	112
HH member took pet to vet in last 12 mo: 5+ times	1,918	6.5%	116
Bought pet food from vet in last 12 months	1,674	5.6%	110
Bought flea control product from vet in last 12 mo	4,533	15.3%	114

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March 27, 2012

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# Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		5,864	5,949	
Population 18+		4,734	4,821	
Households		2,944	3,002	
Median Household Income		\$42,764	\$51,410	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Exercise at home 2+ times per week		1,446	30.5%	102
Exercise at club 2+ times per week		553	11.7%	95
Exercise at other facility (not club) 2+ times/wk		370	7.8%	97
Own stationary bicycle		239	5.0%	89
Own treadmill		354	7.5%	76
Own weight lifting equipment		527	11.1%	86
Presently controlling diet		2,025	42.8%	104
Diet control for blood sugar level		347	7.3%	100
Diet control for cholesterol level		601	12.7%	125
Diet control to maintain weight		569	12.0%	107
Diet control for physical fitness		444	9.4%	94
Diet control for salt restriction		211	4.5%	133
Diet control for weight loss		753	15.9%	112
Used doctor's care/diet for diet method		158	3.3%	111
Used exercise program for diet method		407	8.6%	101
Used Weight Watchers as diet method		156	3.3%	108
Buy foods specifically labeled as fat-free		874	18.5%	105
Buy foods specifically labeled as high fiber		595	12.6%	110
Buy foods specifically labeled as high protein		277	5.9%	107
Buy foods specifically labeled as lactose-free		80	1.7%	91
Buy foods specifically labeled as low-calorie		486	10.3%	95
Buy foods specifically labeled as low-carb		394	8.3%	108
Buy foods specifically labeled as low-cholesterol		454	9.6%	116
Buy foods specifically labeled as low-fat		718	15.2%	114
Buy foods specifically labeled as low-sodium		507	10.7%	119
Buy foods specifically labeled as natural/organic		405	8.6%	102
Buy foods specifically labeled as sugar-free		627	13.2%	99
Used butter alternatives in last 6 months		203	4.3%	103
Used egg alternatives in last 6 months		646	13.6%	96
Used salt alternatives in last 6 months		1,248	26.4%	95
Drank meal/dietary supplement in last 6 months		347	7.3%	100
Used nutrition/energy bar in last 6 months		635	13.4%	95
Drank sports drink/thirst quencher in last 6 mo		1,428	30.2%	94
Used vitamin/dietary supplement in last 6 months		2,409	50.9%	105
Vitamin/dietary suppl used/6 mo: antioxidant		111	2.3%	80
Vitamin/dietary suppl used/6 mo: B complex		223	4.7%	97
Vitamin/dietary suppl used/6 mo: B complex+C		75	1.6%	82
Vitamin/dietary suppl used/6 mo: B-6		95	2.0%	99
Vitamin/dietary suppl used/6 mo: B-12		238	5.0%	89
Vitamin/dietary suppl used/6 mo: C		418	8.8%	105
Vitamin/dietary suppl used/6 mo: calcium		540	11.4%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	273	5.8%	117
Vitamin/dietary suppl used/6 mo: E	240	5.1%	102
Vitamin/dietary suppl used/6 mo: garlic	80	1.7%	99
Vitamin/dietary suppl used/6 mo: glucosamine	258	5.5%	118
Vitamin/dietary suppl used/6 mo: multiple formula	587	12.4%	106
Vitamin/dietary suppl used/6 mo: multiple w/iron	205	4.3%	100
Vitamin/dietary suppl used/6 mo: mult w/minerals	293	6.2%	104
Vitamin/dietary suppl used/6 mo: zinc	98	2.1%	90
Vitamin/dietary suppl/6 mo: Caltrate 600	182	3.8%	145
Vitamin/dietary suppl/6 mo: Centrum	272	5.7%	98
Vitamin/dietary suppl/6 mo: Nature Made	305	6.4%	110
Visited doctor in last 12 months	3,790	80.1%	103
Visited doctor in last 12 months: 1-3 times	1,540	32.5%	96
Visited doctor in last 12 months: 4-7 times	1,098	23.2%	104
Visited doctor in last 12 months: 8+ times	1,152	24.3%	113
Visited doctor in last 12 mo: allergist	116	2.5%	102
Visited doctor in last 12 mo: cardiologist	413	8.7%	124
Visited doctor in last 12 mo: chiropractor	327	6.9%	93
Visited doctor in last 12 mo: dentist	1,847	39.0%	103
Visited doctor in last 12 mo: dermatologist	350	7.4%	104
Visited doctor in last 12 mo: ear/nose/throat	213	4.5%	98
Visited doctor in last 12 mo: eye	1,115	23.6%	114
Visited doctor in last 12 mo: general/family	2,187	46.2%	108
Visited doctor in last 12 mo: internist	464	9.8%	134
Visited doctor in last 12 mo: physical therapist	229	4.8%	107
Visited doctor in last 12 mo: podiatrist	251	5.3%	157
Visited doctor in last 12 mo: urologist	209	4.4%	114
Visited nurse practitioner in last 12 months	178	3.8%	90
Wear regular/sun/tinted prescription eyeglasses	1,818	38.4%	112
Wear bi-focals	862	18.2%	116
Wear disposable contact lenses	278	5.9%	91
Wear soft contact lenses	378	8.0%	91
Spent on contact lenses in last 12 mo: <\$100	129	2.7%	98
Spent on contact lenses in last 12 mo: \$100-199	163	3.4%	92
Spent on contact lenses in last 12 mo: \$200+	110	2.3%	77
Bought prescription eyewear: discount optical ctr	401	8.5%	106
Bought prescription eyewear: from eye doctor	1,348	28.5%	111
Bought prescription eyewear: retail optical chain	550	11.6%	105
Used prescription drug for allergy/hay fever	375	7.9%	113
Used prescription drug for anxiety/panic	190	4.0%	98
Used prescription drug for arthritis/rheumatism	171	3.6%	137
Used prescription drug for asthma	245	5.2%	126
Used prescription drug for backache/back pain	385	8.1%	110
Used prescription drug for depression	296	6.3%	106
Used prescr drug for diabetes (insulin dependent)	106	2.2%	113
Used prescr drug for diabetes (non-insulin)	157	3.3%	89
Used prescription drug for eczema/skin itch/rash	132	2.8%	134

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	356	7.5%	114
Used prescription drug for high blood pressure	662	14.0%	112
Used prescription drug for high cholesterol	578	12.2%	140
Used prescription drug for migraine headache	167	3.5%	95
Used prescription drug for sinus congest./headache	201	4.2%	87
Used prescription drug for urinary tract infection	152	3.2%	103
Used last 6 mo: adhesive bandages	2,717	57.4%	104
Used last 6 mo: athlete's foot/foot care product	639	13.5%	97
Used last 6 mo: cold/sinus/allergy med (nonprescr)	2,229	47.1%	99
Used last 6 mo: children's cold tablets/liquids	585	12.4%	82
Used last 6 mo: contact lens cleaning solution	548	11.6%	95
Used last 6 mo: cotton swabs	2,119	44.8%	93
Used last 6 mo: cough/sore throat drops (nonprescr)	2,243	47.4%	100
Used last 6 mo: cough syrup/suppressant (nonprescr)	1,551	32.8%	96
Used last 6 mo: children's cough syrup	521	11.0%	77
Used last 6 mo: diarrhea remedy	745	15.7%	96
Used last 6 mo: eye wash and drops	1,414	29.9%	98
Used last 6 mo: headache/pain reliever (nonprescr)	3,962	83.7%	100
Used last 6 mo: hemorrhoid remedy	480	10.1%	114
Used last 6 mo: indigestion/upset stomach remedy	2,136	45.1%	100
Used last 6 mo: lactose intolerance product	159	3.4%	95
Used last 6 mo: laxative/fiber supplement	706	14.9%	107
Used last 6 mo: medicated skin ointment	1,550	32.7%	104
Used last 6 mo: medicated throat remedy	500	10.6%	92
Used last 6 mo: nasal spray	716	15.1%	95
Used last 6 mo: pain reliever/fever reducer (kids)	924	19.5%	88
Used last 6 mo: pain relieving rub/liquid/patch	1,157	24.4%	97
Used last 6 mo: sleeping tablets (nonprescription)	318	6.7%	124
Used last 12 mo: sunburn remedy	694	14.7%	95
Used last 12 mo: suntan/sunscreen product	1,816	38.4%	100
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,364	28.8%	96
Used last 6 mo: toothache/gum/canker sore remedy	809	17.1%	102
Used last 6 mo: vitamins for children	647	13.7%	93
Used body powder in last 6 months	1,361	28.7%	103
Used body powder <3 times in last 7 days	602	12.7%	108
Used body powder 8+ times in last 7 days	85	1.8%	82
Used body wash/shower gel in last 6 months	2,471	52.2%	101
Used breath freshener in last 6 months	2,063	43.6%	94
Used complexion care product in last 6 months	2,195	46.4%	98
Used complexion care product <7 times last week	601	12.7%	93
Used complexion care product 11+ times last week	821	17.3%	104
Used complexion care prod: dry facial skin type	372	7.9%	108
Used complexion care prod: normal facial skin type	678	14.3%	94
Used complexion care prod: oily facial skin type	272	5.7%	95
Used dental floss in last 6 months	2,905	61.4%	98

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

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Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	913	19.3%	96
Used denture adhesive/fixative in last 6 months	316	6.7%	106
Used denture cleaner in last 6 months	671	14.2%	128
Used deodorant/antiperspirant in last 6 months	4,386	92.6%	99
Used deodorant/antiperspirant <8 times last week	3,182	67.2%	98
Used deodorant/antiperspirant 15+ times last week	300	6.3%	105
Used disposable razor in last 6 months	2,525	53.3%	102
Used electric shaver in last 6 months	889	18.8%	100
Used hair coloring product (at home) last 6 months	976	20.6%	103
Used hair conditioner (at home) in last 6 months	2,976	62.9%	101
Used hair conditioning treatment (at home)/6 mo	1,097	23.2%	98
Used hair growth product in last 6 months	90	1.9%	83
Used hair mousse in last 6 months	764	16.1%	93
Used hair spray (at home) in last 6 months	1,748	36.9%	102
Used hair styling gel/lotion in last 6 months	1,143	24.1%	90
Used hand & body cream/lotion/oil in last 6 months	3,441	72.7%	100
Used hand & body cream/lotion/oil <5 times last wk	991	20.9%	98
Used hand & body cream/lotion/oil 9+ times last wk	1,179	24.9%	100
Used hand & body cream in last 6 months	796	16.8%	96
Used hand & body lotion in last 6 months	2,309	48.8%	99
Used hand & body oil in last 6 months	202	4.3%	82
Used lip care in last 6 months	2,714	57.3%	96
Used liquid soap/hand sanitizer in last 6 months	3,664	77.4%	101
Used mouthwash in last 6 months	3,090	65.3%	99
Used mouthwash <4 times in last 7 days	881	18.6%	87
Used mouthwash 8+ times in last 7 days	772	16.3%	103
Used shampoo (at home) in last 6 months	4,360	92.1%	100
Used shampoo plus conditioner prod (at home)/6 mo	906	19.1%	99
Used shaving cream/gel in last 6 months	2,478	52.3%	100
Used personal care soap (bar) in last 6 months	3,910	82.6%	99
Used personal care soap for antibacterial purpose	900	19.0%	99
Used personal care soap for complexion	350	7.4%	108
Used personal care soap for deodorant	742	15.7%	97
Use personal care soap for moisturizing	1,050	22.2%	102
Bought toothbrush in last 6 months	4,008	84.7%	99
Bought electric toothbrush in last 6 months	296	6.3%	94
Used toothpaste in last 6 months	4,455	94.1%	98
Used toothpaste <8 times in last 7 days	1,477	31.2%	97
Used toothpaste 15+ times in last 7 days	778	16.4%	101
Used toothpaste with baking soda in last 6 months	478	10.1%	88
Used toothpaste (gel) in last 6 months	1,349	28.5%	102
Used toothpaste (paste) in last 6 months	2,276	48.1%	99
Used whitening toothpaste in last 6 months	1,559	32.9%	95
Used tooth whitener (not toothpaste) last 6 months	439	9.3%	87
Had professional manicure/pedicure last 6 months	781	16.5%	96
Had professional facial/massage last 6 months	445	9.4%	100
Spent \$100+ at barber shops in last 6 months	245	5.2%	96
Spent \$100+ at beauty parlors in last 6 months	817	17.3%	109

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		26,583	27,482	
Population 18+		20,014	20,764	
Households		10,595	10,987	
Median Household Income		\$69,820	\$79,782	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		6,713	33.5%	112
Exercise at club 2+ times per week		2,963	14.8%	121
Exercise at other facility (not club) 2+ times/wk		1,827	9.1%	113
Own stationary bicycle		1,284	6.4%	114
Own treadmill		2,418	12.1%	123
Own weight lifting equipment		3,114	15.6%	120
Presently controlling diet		8,881	44.4%	108
Diet control for blood sugar level		1,313	6.6%	89
Diet control for cholesterol level		2,169	10.8%	107
Diet control to maintain weight		2,570	12.8%	115
Diet control for physical fitness		2,360	11.8%	118
Diet control for salt restriction		591	3.0%	88
Diet control for weight loss		3,246	16.2%	114
Used doctor's care/diet for diet method		521	2.6%	86
Used exercise program for diet method		2,052	10.3%	121
Used Weight Watchers as diet method		735	3.7%	121
Buy foods specifically labeled as fat-free		3,826	19.1%	109
Buy foods specifically labeled as high fiber		2,709	13.5%	118
Buy foods specifically labeled as high protein		1,224	6.1%	112
Buy foods specifically labeled as lactose-free		367	1.8%	99
Buy foods specifically labeled as low-calorie		2,454	12.3%	113
Buy foods specifically labeled as low-carb		1,720	8.6%	112
Buy foods specifically labeled as low-cholesterol		1,750	8.7%	106
Buy foods specifically labeled as low-fat		3,160	15.8%	119
Buy foods specifically labeled as low-sodium		1,992	10.0%	111
Buy foods specifically labeled as natural/organic		2,074	10.4%	123
Buy foods specifically labeled as sugar-free		2,863	14.3%	107
Used butter alternatives in last 6 months		765	3.8%	91
Used egg alternatives in last 6 months		2,866	14.3%	101
Used salt alternatives in last 6 months		5,284	26.4%	95
Drank meal/dietary supplement in last 6 months		1,480	7.4%	101
Used nutrition/energy bar in last 6 months		3,281	16.4%	116
Drank sports drink/thirst quencher in last 6 mo		6,245	31.2%	98
Used vitamin/dietary supplement in last 6 months		10,572	52.8%	109
Vitamin/dietary suppl used/6 mo: antioxidant		556	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex		1,071	5.4%	110
Vitamin/dietary suppl used/6 mo: B complex+C		321	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6		390	1.9%	96
Vitamin/dietary suppl used/6 mo: B-12		1,083	5.4%	96
Vitamin/dietary suppl used/6 mo: C		1,818	9.1%	108
Vitamin/dietary suppl used/6 mo: calcium		2,384	11.9%	111

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Latitude: 39.17546  
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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,071	5.4%	109
Vitamin/dietary suppl used/6 mo: E	1,097	5.5%	110
Vitamin/dietary suppl used/6 mo: garlic	329	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	1,095	5.5%	118
Vitamin/dietary suppl used/6 mo: multiple formula	2,757	13.8%	117
Vitamin/dietary suppl used/6 mo: multiple w/iron	958	4.8%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,400	7.0%	118
Vitamin/dietary suppl used/6 mo: zinc	441	2.2%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	589	2.9%	111
Vitamin/dietary suppl/6 mo: Centrum	1,229	6.1%	105
Vitamin/dietary suppl/6 mo: Nature Made	1,344	6.7%	114
Visited doctor in last 12 months	16,423	82.1%	106
Visited doctor in last 12 months: 1-3 times	6,787	33.9%	100
Visited doctor in last 12 months: 4-7 times	4,832	24.1%	108
Visited doctor in last 12 months: 8+ times	4,804	24.0%	111
Visited doctor in last 12 mo: allergist	494	2.5%	103
Visited doctor in last 12 mo: cardiologist	1,530	7.6%	108
Visited doctor in last 12 mo: chiropractor	1,582	7.9%	106
Visited doctor in last 12 mo: dentist	8,567	42.8%	113
Visited doctor in last 12 mo: dermatologist	1,805	9.0%	126
Visited doctor in last 12 mo: ear/nose/throat	908	4.5%	99
Visited doctor in last 12 mo: eye	4,592	22.9%	111
Visited doctor in last 12 mo: general/family	9,151	45.7%	107
Visited doctor in last 12 mo: internist	1,806	9.0%	123
Visited doctor in last 12 mo: physical therapist	970	4.8%	107
Visited doctor in last 12 mo: podiatrist	773	3.9%	114
Visited doctor in last 12 mo: urologist	825	4.1%	107
Visited nurse practitioner in last 12 months	784	3.9%	93
Wear regular/sun/tinted prescription eyeglasses	7,453	37.2%	108
Wear bi-focals	3,261	16.3%	103
Wear disposable contact lenses	1,556	7.8%	120
Wear soft contact lenses	2,043	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	605	3.0%	108
Spent on contact lenses in last 12 mo: \$100-199	864	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	722	3.6%	119
Bought prescription eyewear: discount optical ctr	1,689	8.4%	106
Bought prescription eyewear: from eye doctor	5,435	27.2%	106
Bought prescription eyewear: retail optical chain	2,607	13.0%	118
Used prescription drug for allergy/hay fever	1,578	7.9%	112
Used prescription drug for anxiety/panic	783	3.9%	96
Used prescription drug for arthritis/rheumatism	442	2.2%	84
Used prescription drug for asthma	810	4.0%	99
Used prescription drug for backache/back pain	1,417	7.1%	96
Used prescription drug for depression	1,152	5.8%	98
Used prescr drug for diabetes (insulin dependent)	328	1.6%	83
Used prescr drug for diabetes (non-insulin)	611	3.1%	82
Used prescription drug for eczema/skin itch/rash	466	2.3%	112

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,326	6.6%	100
Used prescription drug for high blood pressure	2,506	12.5%	100
Used prescription drug for high cholesterol	1,927	9.6%	111
Used prescription drug for migraine headache	746	3.7%	101
Used prescription drug for sinus congest./headache	960	4.8%	99
Used prescription drug for urinary tract infection	629	3.1%	101
Used last 6 mo: adhesive bandages	11,721	58.6%	106
Used last 6 mo: athlete's foot/foot care product	2,505	12.5%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	9,722	48.6%	102
Used last 6 mo: children's cold tablets/liquids	3,013	15.1%	100
Used last 6 mo: contact lens cleaning solution	2,916	14.6%	120
Used last 6 mo: cotton swabs	10,049	50.2%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	9,326	46.6%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	6,519	32.6%	95
Used last 6 mo: children's cough syrup	2,736	13.7%	96
Used last 6 mo: diarrhea remedy	2,948	14.7%	90
Used last 6 mo: eye wash and drops	6,110	30.5%	100
Used last 6 mo: headache/pain reliever (nonprescr)	17,258	86.2%	103
Used last 6 mo: hemorrhoid remedy	1,831	9.1%	102
Used last 6 mo: indigestion/upset stomach remedy	9,080	45.4%	101
Used last 6 mo: lactose intolerance product	679	3.4%	96
Used last 6 mo: laxative/fiber supplement	2,691	13.4%	97
Used last 6 mo: medicated skin ointment	6,714	33.5%	107
Used last 6 mo: medicated throat remedy	2,047	10.2%	89
Used last 6 mo: nasal spray	3,324	16.6%	105
Used last 6 mo: pain reliever/fever reducer (kids)	4,612	23.0%	104
Used last 6 mo: pain relieving rub/liquid/patch	4,694	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	1,165	5.8%	108
Used last 12 mo: sunburn remedy	3,237	16.2%	105
Used last 12 mo: suntan/sunscreen product	9,105	45.5%	119
Used last 12 mo: SPF 15+ suntan/sunscreen product	7,342	36.7%	122
Used last 6 mo: toothache/gum/canker sore remedy	3,105	15.5%	92
Used last 6 mo: vitamins for children	3,224	16.1%	109
Used body powder in last 6 months	5,211	26.0%	94
Used body powder <3 times in last 7 days	2,312	11.6%	98
Used body powder 8+ times in last 7 days	310	1.5%	71
Used body wash/shower gel in last 6 months	10,200	51.0%	98
Used breath freshener in last 6 months	9,073	45.3%	97
Used complexion care product in last 6 months	9,857	49.3%	104
Used complexion care product <7 times last week	2,636	13.2%	96
Used complexion care product 11+ times last week	3,611	18.0%	108
Used complexion care prod: dry facial skin type	1,484	7.4%	102
Used complexion care prod: normal facial skin type	3,313	16.6%	109
Used complexion care prod: oily facial skin type	1,183	5.9%	98
Used dental floss in last 6 months	13,501	67.5%	108

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ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	3,748	18.7%	93
Used denture adhesive/fixative in last 6 months	902	4.5%	72
Used denture cleaner in last 6 months	1,757	8.8%	79
Used deodorant/antiperspirant in last 6 months	18,739	93.6%	100
Used deodorant/antiperspirant <8 times last week	13,857	69.2%	101
Used deodorant/antiperspirant 15+ times last week	1,087	5.4%	90
Used disposable razor in last 6 months	10,234	51.1%	98
Used electric shaver in last 6 months	3,752	18.7%	100
Used hair coloring product (at home) last 6 months	3,858	19.3%	97
Used hair conditioner (at home) in last 6 months	12,538	62.6%	101
Used hair conditioning treatment (at home)/6 mo	4,414	22.1%	94
Used hair growth product in last 6 months	423	2.1%	92
Used hair mousse in last 6 months	3,550	17.7%	102
Used hair spray (at home) in last 6 months	7,547	37.7%	104
Used hair styling gel/lotion in last 6 months	5,616	28.1%	104
Used hand & body cream/lotion/oil in last 6 months	14,617	73.0%	101
Used hand & body cream/lotion/oil <5 times last wk	4,201	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	4,931	24.6%	99
Used hand & body cream in last 6 months	3,624	18.1%	103
Used hand & body lotion in last 6 months	9,941	49.7%	101
Used hand & body oil in last 6 months	989	4.9%	95
Used lip care in last 6 months	12,261	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	15,925	79.6%	104
Used mouthwash in last 6 months	12,988	64.9%	98
Used mouthwash <4 times in last 7 days	4,300	21.5%	100
Used mouthwash 8+ times in last 7 days	2,888	14.4%	91
Used shampoo (at home) in last 6 months	18,649	93.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,405	17.0%	88
Used shaving cream/gel in last 6 months	10,531	52.6%	101
Used personal care soap (bar) in last 6 months	16,462	82.3%	98
Used personal care soap for antibacterial purpose	3,753	18.8%	98
Used personal care soap for complexion	1,385	6.9%	101
Used personal care soap for deodorant	3,387	16.9%	105
Use personal care soap for moisturizing	4,444	22.2%	103
Bought toothbrush in last 6 months	17,076	85.3%	100
Bought electric toothbrush in last 6 months	1,634	8.2%	122
Used toothpaste in last 6 months	19,224	96.1%	100
Used toothpaste <8 times in last 7 days	5,996	30.0%	93
Used toothpaste 15+ times in last 7 days	3,287	16.4%	101
Used toothpaste with baking soda in last 6 months	1,999	10.0%	87
Used toothpaste (gel) in last 6 months	6,131	30.6%	110
Used toothpaste (paste) in last 6 months	10,064	50.3%	104
Used whitening toothpaste in last 6 months	7,506	37.5%	108
Used tooth whitener (not toothpaste) last 6 months	2,103	10.5%	99
Had professional manicure/pedicure last 6 months	3,861	19.3%	112
Had professional facial/massage last 6 months	2,308	11.5%	123
Spent \$100+ at barber shops in last 6 months	1,218	6.1%	113
Spent \$100+ at beauty parlors in last 6 months	4,098	20.5%	129

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Population 18+		58,526	60,944
Households		29,706	30,888
Median Household Income		\$76,561	\$85,170
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	19,750	33.7%	112
Exercise at club 2+ times per week	9,595	16.4%	133
Exercise at other facility (not club) 2+ times/wk	5,641	9.6%	119
Own stationary bicycle	3,891	6.6%	118
Own treadmill	7,291	12.5%	127
Own weight lifting equipment	9,807	16.8%	129
Presently controlling diet	26,321	45.0%	109
Diet control for blood sugar level	3,856	6.6%	90
Diet control for cholesterol level	6,216	10.6%	105
Diet control to maintain weight	7,649	13.1%	117
Diet control for physical fitness	7,178	12.3%	123
Diet control for salt restriction	1,643	2.8%	84
Diet control for weight loss	9,749	16.7%	117
Used doctor's care/diet for diet method	1,431	2.4%	81
Used exercise program for diet method	6,191	10.6%	125
Used Weight Watchers as diet method	2,210	3.8%	124
Buy foods specifically labeled as fat-free	11,445	19.6%	111
Buy foods specifically labeled as high fiber	8,416	14.4%	125
Buy foods specifically labeled as high protein	3,830	6.5%	119
Buy foods specifically labeled as lactose-free	1,066	1.8%	99
Buy foods specifically labeled as low-calorie	7,529	12.9%	119
Buy foods specifically labeled as low-carb	5,069	8.7%	112
Buy foods specifically labeled as low-cholesterol	5,169	8.8%	107
Buy foods specifically labeled as low-fat	9,421	16.1%	121
Buy foods specifically labeled as low-sodium	5,838	10.0%	111
Buy foods specifically labeled as natural/organic	6,194	10.6%	126
Buy foods specifically labeled as sugar-free	8,484	14.5%	109
Used butter alternatives in last 6 months	2,172	3.7%	89
Used egg alternatives in last 6 months	8,413	14.4%	101
Used salt alternatives in last 6 months	15,371	26.3%	94
Drank meal/dietary supplement in last 6 months	4,387	7.5%	102
Used nutrition/energy bar in last 6 months	10,221	17.5%	124
Drank sports drink/thirst quencher in last 6 mo	18,675	31.9%	100
Used vitamin/dietary supplement in last 6 months	31,257	53.4%	110
Vitamin/dietary suppl used/6 mo: antioxidant	1,760	3.0%	103
Vitamin/dietary suppl used/6 mo: B complex	3,318	5.7%	116
Vitamin/dietary suppl used/6 mo: B complex+C	981	1.7%	86
Vitamin/dietary suppl used/6 mo: B-6	1,194	2.0%	101
Vitamin/dietary suppl used/6 mo: B-12	3,134	5.4%	95
Vitamin/dietary suppl used/6 mo: C	5,627	9.6%	114
Vitamin/dietary suppl used/6 mo: calcium	7,067	12.1%	112

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,037	5.2%	105
Vitamin/dietary suppl used/6 mo: E	3,275	5.6%	113
Vitamin/dietary suppl used/6 mo: garlic	964	1.6%	97
Vitamin/dietary suppl used/6 mo: glucosamine	3,209	5.5%	119
Vitamin/dietary suppl used/6 mo: multiple formula	8,403	14.4%	122
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,840	4.9%	112
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,029	6.9%	116
Vitamin/dietary suppl used/6 mo: zinc	1,359	2.3%	100
Vitamin/dietary suppl/6 mo: Caltrate 600	1,580	2.7%	102
Vitamin/dietary suppl/6 mo: Centrum	3,615	6.2%	106
Vitamin/dietary suppl/6 mo: Nature Made	3,975	6.8%	116
Visited doctor in last 12 months	47,819	81.7%	105
Visited doctor in last 12 months: 1-3 times	19,502	33.3%	98
Visited doctor in last 12 months: 4-7 times	14,400	24.6%	110
Visited doctor in last 12 months: 8+ times	13,916	23.8%	110
Visited doctor in last 12 mo: allergist	1,569	2.7%	112
Visited doctor in last 12 mo: cardiologist	4,260	7.3%	103
Visited doctor in last 12 mo: chiropractor	4,610	7.9%	106
Visited doctor in last 12 mo: dentist	25,741	44.0%	116
Visited doctor in last 12 mo: dermatologist	5,386	9.2%	129
Visited doctor in last 12 mo: ear/nose/throat	2,673	4.6%	99
Visited doctor in last 12 mo: eye	13,295	22.7%	110
Visited doctor in last 12 mo: general/family	26,402	45.1%	106
Visited doctor in last 12 mo: internist	5,371	9.2%	125
Visited doctor in last 12 mo: physical therapist	2,863	4.9%	108
Visited doctor in last 12 mo: podiatrist	2,094	3.6%	106
Visited doctor in last 12 mo: urologist	2,412	4.1%	107
Visited nurse practitioner in last 12 months	2,289	3.9%	93
Wear regular/sun/tinted prescription eyeglasses	21,761	37.2%	108
Wear bi-focals	9,121	15.6%	99
Wear disposable contact lenses	4,690	8.0%	124
Wear soft contact lenses	5,946	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	1,751	3.0%	107
Spent on contact lenses in last 12 mo: \$100-199	2,521	4.3%	116
Spent on contact lenses in last 12 mo: \$200+	2,154	3.7%	122
Bought prescription eyewear: discount optical ctr	4,792	8.2%	103
Bought prescription eyewear: from eye doctor	15,614	26.7%	104
Bought prescription eyewear: retail optical chain	7,868	13.4%	121
Used prescription drug for allergy/hay fever	4,659	8.0%	113
Used prescription drug for anxiety/panic	2,303	3.9%	96
Used prescription drug for arthritis/rheumatism	1,250	2.1%	81
Used prescription drug for asthma	2,262	3.9%	94
Used prescription drug for backache/back pain	4,054	6.9%	94
Used prescription drug for depression	3,204	5.5%	93
Used prescr drug for diabetes (insulin dependent)	887	1.5%	77
Used prescr drug for diabetes (non-insulin)	1,779	3.0%	82
Used prescription drug for eczema/skin itch/rash	1,330	2.3%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	3,511	6.0%	91
Used prescription drug for high blood pressure	7,114	12.2%	98
Used prescription drug for high cholesterol	5,379	9.2%	106
Used prescription drug for migraine headache	2,129	3.6%	98
Used prescription drug for sinus congest./headache	2,829	4.8%	99
Used prescription drug for urinary tract infection	1,756	3.0%	96
Used last 6 mo: adhesive bandages	34,023	58.1%	105
Used last 6 mo: athlete's foot/foot care product	7,449	12.7%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	28,571	48.8%	103
Used last 6 mo: children's cold tablets/liquids	9,143	15.6%	104
Used last 6 mo: contact lens cleaning solution	8,654	14.8%	121
Used last 6 mo: cotton swabs	29,868	51.0%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	27,343	46.7%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	19,165	32.7%	96
Used last 6 mo: children's cough syrup	8,369	14.3%	100
Used last 6 mo: diarrhea remedy	8,681	14.8%	90
Used last 6 mo: eye wash and drops	17,926	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	50,366	86.1%	103
Used last 6 mo: hemorrhoid remedy	5,251	9.0%	100
Used last 6 mo: indigestion/upset stomach remedy	26,467	45.2%	101
Used last 6 mo: lactose intolerance product	2,013	3.4%	97
Used last 6 mo: laxative/fiber supplement	7,810	13.3%	96
Used last 6 mo: medicated skin ointment	19,449	33.2%	106
Used last 6 mo: medicated throat remedy	5,892	10.1%	88
Used last 6 mo: nasal spray	9,936	17.0%	107
Used last 6 mo: pain reliever/fever reducer (kids)	13,727	23.5%	106
Used last 6 mo: pain relieving rub/liquid/patch	13,610	23.3%	92
Used last 6 mo: sleeping tablets (nonprescription)	3,176	5.4%	100
Used last 12 mo: sunburn remedy	9,541	16.3%	106
Used last 12 mo: suntan/sunscreen product	27,319	46.7%	122
Used last 12 mo: SPF 15+ suntan/sunscreen product	22,292	38.1%	127
Used last 6 mo: toothache/gum/canker sore remedy	9,086	15.5%	92
Used last 6 mo: vitamins for children	9,852	16.8%	114
Used body powder in last 6 months	14,469	24.7%	89
Used body powder <3 times in last 7 days	6,263	10.7%	91
Used body powder 8+ times in last 7 days	874	1.5%	68
Used body wash/shower gel in last 6 months	29,463	50.3%	97
Used breath freshener in last 6 months	26,873	45.9%	99
Used complexion care product in last 6 months	29,276	50.0%	106
Used complexion care product <7 times last week	7,621	13.0%	95
Used complexion care product 11+ times last week	10,976	18.8%	113
Used complexion care prod: dry facial skin type	4,398	7.5%	103
Used complexion care prod: normal facial skin type	9,787	16.7%	110
Used complexion care prod: oily facial skin type	3,347	5.7%	95
Used dental floss in last 6 months	40,643	69.4%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Health and Beauty Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546

Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	11,196	19.1%	95
Used denture adhesive/fixative in last 6 months	2,449	4.2%	67
Used denture cleaner in last 6 months	4,638	7.9%	72
Used deodorant/antiperspirant in last 6 months	54,719	93.5%	100
Used deodorant/antiperspirant <8 times last week	41,025	70.1%	102
Used deodorant/antiperspirant 15+ times last week	2,975	5.1%	84
Used disposable razor in last 6 months	30,014	51.3%	98
Used electric shaver in last 6 months	10,995	18.8%	100
Used hair coloring product (at home) last 6 months	11,178	19.1%	96
Used hair conditioner (at home) in last 6 months	36,367	62.1%	100
Used hair conditioning treatment (at home)/6 mo	12,959	22.1%	94
Used hair growth product in last 6 months	1,273	2.2%	95
Used hair mousse in last 6 months	10,320	17.6%	102
Used hair spray (at home) in last 6 months	21,624	36.9%	102
Used hair styling gel/lotion in last 6 months	16,827	28.8%	107
Used hand & body cream/lotion/oil in last 6 months	42,994	73.5%	101
Used hand & body cream/lotion/oil <5 times last wk	12,262	21.0%	98
Used hand & body cream/lotion/oil 9+ times last wk	14,448	24.7%	99
Used hand & body cream in last 6 months	10,705	18.3%	104
Used hand & body lotion in last 6 months	29,317	50.1%	102
Used hand & body oil in last 6 months	2,860	4.9%	94
Used lip care in last 6 months	35,950	61.4%	103
Used liquid soap/hand sanitizer in last 6 months	46,916	80.2%	104
Used mouthwash in last 6 months	37,658	64.3%	98
Used mouthwash <4 times in last 7 days	12,530	21.4%	100
Used mouthwash 8+ times in last 7 days	8,431	14.4%	91
Used shampoo (at home) in last 6 months	54,501	93.1%	101
Used shampoo plus conditioner prod (at home)/6 mo	9,646	16.5%	85
Used shaving cream/gel in last 6 months	30,940	52.9%	101
Used personal care soap (bar) in last 6 months	48,326	82.6%	99
Used personal care soap for antibacterial purpose	10,880	18.6%	97
Used personal care soap for complexion	4,093	7.0%	102
Used personal care soap for deodorant	10,059	17.2%	106
Use personal care soap for moisturizing	12,511	21.4%	99
Bought toothbrush in last 6 months	49,862	85.2%	100
Bought electric toothbrush in last 6 months	4,896	8.4%	125
Used toothpaste in last 6 months	56,475	96.5%	101
Used toothpaste <8 times in last 7 days	17,113	29.2%	91
Used toothpaste 15+ times in last 7 days	9,637	16.5%	101
Used toothpaste with baking soda in last 6 months	6,038	10.3%	90
Used toothpaste (gel) in last 6 months	17,991	30.7%	110
Used toothpaste (paste) in last 6 months	29,185	49.9%	103
Used whitening toothpaste in last 6 months	21,818	37.3%	107
Used tooth whitener (not toothpaste) last 6 months	6,450	11.0%	104
Had professional manicure/pedicure last 6 months	12,148	20.8%	121
Had professional facial/massage last 6 months	7,393	12.6%	134
Spent \$100+ at barber shops in last 6 months	3,905	6.7%	124
Spent \$100+ at beauty parlors in last 6 months	12,553	21.4%	135

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Restaurant Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Population 18+		4,734	4,821
Households		2,944	3,002
Median Household Income		\$42,764	\$51,410
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	3,496	73.8%	103
Family restaurant/steak house last month: <2 times	1,182	25.0%	97
Family restaurant/steak house last month: 2-4 times	1,332	28.1%	104
Family restaurant/steak house last month: 5+ times	982	20.7%	107
Family restaurant/steak house last 6 months: breakfast	657	13.9%	106
Family restaurant/steak house last 6 months: lunch	1,188	25.1%	101
Family restaurant/steak house last 6 months: snack	128	2.7%	97
Family restaurant/steak house last 6 months: dinner	2,525	53.3%	101
Family restaurant/steak house last 6 months: weekday	1,976	41.7%	108
Family restaurant/steak house last 6 months: weekend	2,021	42.7%	96
Family restaurant/steak house last 6 months: Applebee's	1,212	25.6%	101
Family restaurant/steak house last 6 months: Bennigan's	121	2.6%	116
Family restaurant/steak house last 6 months: Bob Evans Farm	261	5.5%	120
Family restaurant/steak house last 6 months: Cheesecake Factory	281	5.9%	90
Family restaurant/steak house last 6 months: Chili's Grill & Bar	516	10.9%	94
Family restaurant/steak house last 6 months: Cracker Barrel	506	10.7%	96
Family restaurant/steak house last 6 months: Denny's	399	8.4%	93
Family restaurant/steak house last 6 months: Friendly's	264	5.6%	140
Family restaurant/steak house last 6 months: Golden Corral	294	6.2%	86
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	494	10.4%	90
Family restaurant/steak house last 6 months: Lone Star Steakhouse	129	2.7%	100
Family restaurant/steak house last 6 months: Old Country Buffet	165	3.5%	122
Family restaurant/steak house last 6 months: Olive Garden	868	18.3%	103
Family restaurant/steak house last 6 months: Outback Steakhouse	554	11.7%	102
Family restaurant/steak house last 6 months: Perkins	180	3.8%	105
Family restaurant/steak house last 6 months: Red Lobster	618	13.1%	97
Family restaurant/steak house last 6 months: Red Robin	223	4.7%	83
Family restaurant/steak house last 6 months: Ruby Tuesday	420	8.9%	106
Family restaurant/steak house last 6 months: Ryan's	126	2.7%	71
Family restaurant/steak house last 6 months: Sizzler	104	2.2%	73
Family restaurant/steak house last 6 months: T.G.I. Friday's	481	10.2%	99
Went to fast food/drive-in restaurant in last 6 months	4,175	88.2%	99
Went to fast food/drive-in restaurant <6 times/month	1,709	36.1%	103
Went to fast food/drive-in restaurant 6-13 times/month	1,341	28.3%	98
Went to fast food/drive-in restaurant 14+ times/month	1,124	23.7%	95
Fast food/drive-in last 6 months: breakfast	1,238	26.2%	95
Fast food/drive-in last 6 months: lunch	2,707	57.2%	97
Fast food/drive-in last 6 months: snack	830	17.5%	101
Fast food/drive-in last 6 months: dinner	2,204	46.6%	96

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# Restaurant Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	3,154	66.6%	100
Fast food/drive-in last 6 months: weekend	2,131	45.0%	93
Fast food/drive-in last 6 months: A & W	219	4.6%	102
Fast food/drive-in last 6 months: Arby's	946	20.0%	97
Fast food/drive-in last 6 months: Boston Market	262	5.5%	116
Fast food/drive-in last 6 months: Burger King	1,694	35.8%	99
Fast food/drive-in last 6 months: Captain D's	176	3.7%	72
Fast food/drive-in last 6 months: Carl's Jr.	217	4.6%	74
Fast food/drive-in last 6 months: Checkers	153	3.2%	101
Fast food/drive-in last 6 months: Chick-fil-A	535	11.3%	88
Fast food/drive-in last 6 months: Chipotle Mex. Grill	231	4.9%	80
Fast food/drive-in last 6 months: Chuck E. Cheese	196	4.1%	92
Fast food/drive-in last 6 months: Church's Fr. Chicken	159	3.4%	78
Fast food/drive-in last 6 months: Dairy Queen	734	15.5%	97
Fast food/drive-in last 6 months: Del Taco	98	2.1%	62
Fast food/drive-in last 6 months: Domino's Pizza	599	12.7%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	698	14.7%	128
Fast food/drive-in last 6 months: Fuddruckers	115	2.4%	87
Fast food/drive-in last 6 months: Hardee's	241	5.1%	75
Fast food/drive-in last 6 months: Jack in the Box	363	7.7%	74
Fast food/drive-in last 6 months: KFC	1,234	26.1%	94
Fast food/drive-in last 6 months: Little Caesars	360	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	279	5.9%	93
Fast food/drive-in last 6 months: McDonald's	2,644	55.9%	100
Fast food/drive-in last 6 months: Panera Bread	459	9.7%	99
Fast food/drive-in last 6 months: Papa John's	372	7.9%	90
Fast food/drive-in last 6 months: Pizza Hut	873	18.4%	84
Fast food/drive-in last 6 months: Popeyes	291	6.1%	84
Fast food/drive-in last 6 months: Quiznos	386	8.2%	91
Fast food/drive-in last 6 months: Sonic Drive-In	444	9.4%	80
Fast food/drive-in last 6 months: Starbucks	603	12.7%	86
Fast food/drive-in last 6 months: Steak n Shake	230	4.9%	97
Fast food/drive-in last 6 months: Subway	1,371	29.0%	91
Fast food/drive-in last 6 months: Taco Bell	1,477	31.2%	97
Fast food/drive-in last 6 months: Wendy's	1,489	31.5%	101
Fast food/drive-in last 6 months: Whataburger	209	4.4%	91
Fast food/drive-in last 6 months: White Castle	208	4.4%	109
Fast food/drive-in last 6 months: eat in	1,714	36.2%	96
Fast food/drive-in last 6 months: home delivery	458	9.7%	93
Fast food/drive-in last 6 months: take-out/drive-thru	2,406	50.8%	97
Fast food/drive-in last 6 months: take-out/walk-in	1,098	23.2%	94

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		26,583	27,482	
Population 18+		20,014	20,764	
Households		10,595	10,987	
Median Household Income		\$69,820	\$79,782	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		15,626	78.1%	108
Family restaurant/steak house last month: <2 times		5,245	26.2%	102
Family restaurant/steak house last month: 2-4 times		5,940	29.7%	110
Family restaurant/steak house last month: 5+ times		4,440	22.2%	114
Family restaurant/steak house last 6 months: breakfast		2,920	14.6%	111
Family restaurant/steak house last 6 months: lunch		5,438	27.2%	109
Family restaurant/steak house last 6 months: snack		531	2.7%	95
Family restaurant/steak house last 6 months: dinner		12,076	60.3%	114
Family restaurant/steak house last 6 months: weekday		9,000	45.0%	117
Family restaurant/steak house last 6 months: weekend		9,685	48.4%	109
Family restaurant/steak house last 6 months: Applebee's		5,663	28.3%	112
Family restaurant/steak house last 6 months: Bennigan's		514	2.6%	117
Family restaurant/steak house last 6 months: Bob Evans Farm		998	5.0%	109
Family restaurant/steak house last 6 months: Cheesecake Factory		1,629	8.1%	124
Family restaurant/steak house last 6 months: Chili's Grill & Bar		2,853	14.3%	123
Family restaurant/steak house last 6 months: Cracker Barrel		2,368	11.8%	107
Family restaurant/steak house last 6 months: Denny's		1,736	8.7%	96
Family restaurant/steak house last 6 months: Friendly's		1,003	5.0%	126
Family restaurant/steak house last 6 months: Golden Corral		1,289	6.4%	89
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		2,490	12.4%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse		610	3.0%	112
Family restaurant/steak house last 6 months: Old Country Buffet		586	2.9%	103
Family restaurant/steak house last 6 months: Olive Garden		4,232	21.1%	119
Family restaurant/steak house last 6 months: Outback Steakhouse		2,762	13.8%	120
Family restaurant/steak house last 6 months: Perkins		724	3.6%	100
Family restaurant/steak house last 6 months: Red Lobster		2,815	14.1%	105
Family restaurant/steak house last 6 months: Red Robin		1,524	7.6%	135
Family restaurant/steak house last 6 months: Ruby Tuesday		1,979	9.9%	118
Family restaurant/steak house last 6 months: Ryan's		500	2.5%	66
Family restaurant/steak house last 6 months: Sizzler		402	2.0%	67
Family restaurant/steak house last 6 months: T.G.I. Friday's		2,530	12.6%	123
Went to fast food/drive-in restaurant in last 6 months		18,041	90.1%	102
Went to fast food/drive-in restaurant <6 times/month		7,049	35.2%	100
Went to fast food/drive-in restaurant 6-13 times/month		5,884	29.4%	102
Went to fast food/drive-in restaurant 14+ times/month		5,107	25.5%	102
Fast food/drive-in last 6 months: breakfast		5,692	28.4%	103
Fast food/drive-in last 6 months: lunch		12,463	62.3%	106
Fast food/drive-in last 6 months: snack		3,624	18.1%	104
Fast food/drive-in last 6 months: dinner		10,163	50.8%	105

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	14,217	71.0%	107
Fast food/drive-in last 6 months: weekend	9,721	48.6%	101
Fast food/drive-in last 6 months: A & W	963	4.8%	106
Fast food/drive-in last 6 months: Arby's	4,526	22.6%	110
Fast food/drive-in last 6 months: Boston Market	1,227	6.1%	129
Fast food/drive-in last 6 months: Burger King	7,361	36.8%	101
Fast food/drive-in last 6 months: Captain D's	815	4.1%	79
Fast food/drive-in last 6 months: Carl's Jr.	1,069	5.3%	86
Fast food/drive-in last 6 months: Checkers	592	3.0%	93
Fast food/drive-in last 6 months: Chick-fil-A	3,081	15.4%	120
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,524	7.6%	125
Fast food/drive-in last 6 months: Chuck E. Cheese	864	4.3%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	624	3.1%	73
Fast food/drive-in last 6 months: Dairy Queen	3,403	17.0%	106
Fast food/drive-in last 6 months: Del Taco	585	2.9%	87
Fast food/drive-in last 6 months: Domino's Pizza	2,490	12.4%	93
Fast food/drive-in last 6 months: Dunkin' Donuts	2,842	14.2%	123
Fast food/drive-in last 6 months: Fuddruckers	684	3.4%	122
Fast food/drive-in last 6 months: Hardee's	1,006	5.0%	74
Fast food/drive-in last 6 months: Jack in the Box	1,848	9.2%	89
Fast food/drive-in last 6 months: KFC	5,175	25.9%	94
Fast food/drive-in last 6 months: Little Caesars	1,440	7.2%	98
Fast food/drive-in last 6 months: Long John Silver's	1,090	5.4%	86
Fast food/drive-in last 6 months: McDonald's	11,412	57.0%	102
Fast food/drive-in last 6 months: Panera Bread	2,690	13.4%	138
Fast food/drive-in last 6 months: Papa John's	1,873	9.4%	107
Fast food/drive-in last 6 months: Pizza Hut	4,146	20.7%	94
Fast food/drive-in last 6 months: Popeyes	1,342	6.7%	92
Fast food/drive-in last 6 months: Quiznos	2,048	10.2%	114
Fast food/drive-in last 6 months: Sonic Drive-In	2,282	11.4%	97
Fast food/drive-in last 6 months: Starbucks	3,488	17.4%	117
Fast food/drive-in last 6 months: Steak n Shake	1,117	5.6%	111
Fast food/drive-in last 6 months: Subway	6,716	33.6%	106
Fast food/drive-in last 6 months: Taco Bell	6,767	33.8%	105
Fast food/drive-in last 6 months: Wendy's	6,767	33.8%	108
Fast food/drive-in last 6 months: Whataburger	931	4.7%	96
Fast food/drive-in last 6 months: White Castle	770	3.8%	95
Fast food/drive-in last 6 months: eat in	7,603	38.0%	101
Fast food/drive-in last 6 months: home delivery	2,062	10.3%	99
Fast food/drive-in last 6 months: take-out/drive-thru	11,140	55.7%	106
Fast food/drive-in last 6 months: take-out/walk-in	5,137	25.7%	104

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		79,429	82,395	
Population 18+		58,526	60,944	
Households		29,706	30,888	
Median Household Income		\$76,561	\$85,170	
		Expected Number of		
Product/Consumer Behavior	Adults	Percent	MPI	
Went to family restaurant/steak house in last 6 months		46,178	78.9%	110
Family restaurant/steak house last month: <2 times		15,638	26.7%	104
Family restaurant/steak house last month: 2-4 times		17,633	30.1%	112
Family restaurant/steak house last month: 5+ times		12,907	22.1%	113
Family restaurant/steak house last 6 months: breakfast		8,570	14.6%	111
Family restaurant/steak house last 6 months: lunch		16,176	27.6%	111
Family restaurant/steak house last 6 months: snack		1,536	2.6%	94
Family restaurant/steak house last 6 months: dinner		35,819	61.2%	116
Family restaurant/steak house last 6 months: weekday		26,252	44.9%	117
Family restaurant/steak house last 6 months: weekend		29,210	49.9%	112
Family restaurant/steak house last 6 months: Applebee's		16,964	29.0%	115
Family restaurant/steak house last 6 months: Bennigan's		1,596	2.7%	124
Family restaurant/steak house last 6 months: Bob Evans Farm		2,716	4.6%	101
Family restaurant/steak house last 6 months: Cheesecake Factory		5,154	8.8%	134
Family restaurant/steak house last 6 months: Chili's Grill & Bar		8,787	15.0%	130
Family restaurant/steak house last 6 months: Cracker Barrel		6,760	11.6%	104
Family restaurant/steak house last 6 months: Denny's		5,228	8.9%	99
Family restaurant/steak house last 6 months: Friendly's		2,670	4.6%	115
Family restaurant/steak house last 6 months: Golden Corral		3,821	6.5%	90
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		7,722	13.2%	114
Family restaurant/steak house last 6 months: Lone Star Steakhouse		1,869	3.2%	117
Family restaurant/steak house last 6 months: Old Country Buffet		1,592	2.7%	96
Family restaurant/steak house last 6 months: Olive Garden		12,721	21.7%	122
Family restaurant/steak house last 6 months: Outback Steakhouse		8,201	14.0%	122
Family restaurant/steak house last 6 months: Perkins		1,988	3.4%	93
Family restaurant/steak house last 6 months: Red Lobster		8,468	14.5%	108
Family restaurant/steak house last 6 months: Red Robin		4,654	8.0%	141
Family restaurant/steak house last 6 months: Ruby Tuesday		5,744	9.8%	118
Family restaurant/steak house last 6 months: Ryan's		1,389	2.4%	63
Family restaurant/steak house last 6 months: Sizzler		1,269	2.2%	72
Family restaurant/steak house last 6 months: T.G.I. Friday's		7,562	12.9%	126
Went to fast food/drive-in restaurant in last 6 months		53,009	90.6%	102
Went to fast food/drive-in restaurant <6 times/month		20,416	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/month		17,460	29.8%	103
Went to fast food/drive-in restaurant 14+ times/month		15,132	25.9%	104
Fast food/drive-in last 6 months: breakfast		17,109	29.2%	106
Fast food/drive-in last 6 months: lunch		37,094	63.4%	108
Fast food/drive-in last 6 months: snack		10,857	18.6%	107
Fast food/drive-in last 6 months: dinner		30,040	51.3%	106

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Restaurant Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	41,776	71.4%	107
Fast food/drive-in last 6 months: weekend	29,372	50.2%	104
Fast food/drive-in last 6 months: A & W	2,840	4.9%	107
Fast food/drive-in last 6 months: Arby's	13,141	22.5%	109
Fast food/drive-in last 6 months: Boston Market	3,788	6.5%	136
Fast food/drive-in last 6 months: Burger King	21,275	36.4%	100
Fast food/drive-in last 6 months: Captain D's	2,314	4.0%	77
Fast food/drive-in last 6 months: Carl's Jr.	3,426	5.9%	94
Fast food/drive-in last 6 months: Checkers	1,682	2.9%	90
Fast food/drive-in last 6 months: Chick-fil-A	9,676	16.5%	128
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,030	8.6%	141
Fast food/drive-in last 6 months: Chuck E. Cheese	2,669	4.6%	102
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,061	3.5%	82
Fast food/drive-in last 6 months: Dairy Queen	9,805	16.8%	105
Fast food/drive-in last 6 months: Del Taco	1,989	3.4%	101
Fast food/drive-in last 6 months: Domino's Pizza	7,734	13.2%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	7,937	13.6%	117
Fast food/drive-in last 6 months: Fuddruckers	2,211	3.8%	135
Fast food/drive-in last 6 months: Hardee's	2,818	4.8%	71
Fast food/drive-in last 6 months: Jack in the Box	6,078	10.4%	100
Fast food/drive-in last 6 months: KFC	15,246	26.1%	94
Fast food/drive-in last 6 months: Little Caesars	4,194	7.2%	98
Fast food/drive-in last 6 months: Long John Silver's	3,098	5.3%	84
Fast food/drive-in last 6 months: McDonald's	33,675	57.5%	103
Fast food/drive-in last 6 months: Panera Bread	8,384	14.3%	147
Fast food/drive-in last 6 months: Papa John's	5,824	10.0%	114
Fast food/drive-in last 6 months: Pizza Hut	12,415	21.2%	96
Fast food/drive-in last 6 months: Popeyes	4,185	7.2%	98
Fast food/drive-in last 6 months: Quiznos	6,497	11.1%	123
Fast food/drive-in last 6 months: Sonic Drive-In	6,747	11.5%	98
Fast food/drive-in last 6 months: Starbucks	11,601	19.8%	134
Fast food/drive-in last 6 months: Steak n Shake	3,335	5.7%	113
Fast food/drive-in last 6 months: Subway	19,911	34.0%	107
Fast food/drive-in last 6 months: Taco Bell	20,011	34.2%	106
Fast food/drive-in last 6 months: Wendy's	19,496	33.3%	107
Fast food/drive-in last 6 months: Whataburger	2,922	5.0%	103
Fast food/drive-in last 6 months: White Castle	2,211	3.8%	94
Fast food/drive-in last 6 months: eat in	22,830	39.0%	104
Fast food/drive-in last 6 months: home delivery	6,389	10.9%	105
Fast food/drive-in last 6 months: take-out/drive-thru	32,861	56.1%	107
Fast food/drive-in last 6 months: take-out/walk-in	15,397	26.3%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Population 18+		4,734	4,821
Households		2,944	3,002
Median Household Income		\$42,764	\$51,410
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	455	9.6%	97
Participated in archery	110	2.3%	87
Participated in backpacking/hiking	399	8.4%	89
Participated in baseball	224	4.7%	91
Participated in basketball	359	7.6%	81
Participated in bicycling (mountain)	181	3.8%	104
Participated in bicycling (road)	476	10.1%	104
Participated in boating (power)	239	5.0%	82
Participated in bowling	537	11.3%	97
Participated in canoeing/kayaking	198	4.2%	87
Participated in downhill skiing	105	2.2%	76
Participated in fishing (fresh water)	535	11.3%	86
Participated in fishing (salt water)	226	4.8%	105
Participated in football	274	5.8%	93
Participated in Frisbee	230	4.9%	89
Participated in golf	439	9.3%	89
Play golf < once a month	152	3.2%	81
Play golf 1+ times a month	244	5.2%	95
Participated in horseback riding	121	2.6%	84
Participated in hunting with rifle	181	3.8%	79
Participated in hunting with shotgun	166	3.5%	83
Participated in ice skating	131	2.8%	96
Participated in jogging/running	427	9.0%	85
Participated in martial arts	66	1.4%	99
Participated in motorcycling	147	3.1%	84
Participated in Pilates	131	2.8%	84
Participated in roller skating	103	2.2%	104
Participated in snowboarding	88	1.9%	97
Participated in soccer	181	3.8%	89
Participated in softball	152	3.2%	82
Participated in swimming	885	18.7%	96
Participated in target shooting	183	3.9%	100
Participated in tennis	166	3.5%	82
Participated in volleyball	140	3.0%	85
Participated in walking for exercise	1,546	32.7%	110
Participated in weight lifting	513	10.8%	92
Participated in yoga	285	6.0%	104
Spent on high end sports/recreation equipment/12 mo: <\$250	187	4.0%	89
Spent on high end sports/recreation equipment/12 mo: \$250+	156	3.3%	85
Attend sports event: auto racing (NASCAR)	317	6.7%	91
Attend sports event: auto racing (not NASCAR)	283	6.0%	94
Attend sports event: baseball game	686	14.5%	98

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March 27, 2012

Made with Esri Business Analyst



# Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz  
Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	334	7.1%	89
Attend sports event: basketball game (pro)	352	7.4%	87
Attend sports event: football game (college)	456	9.6%	93
Attend sports event: football-Monday night game (pro)	275	5.8%	95
Attend sports event: football-weekend game (pro)	397	8.4%	92
Attend sports event: golf tournament	242	5.1%	92
Attend sports event: ice hockey game	295	6.2%	94
Attend sports event: soccer game	263	5.6%	90
Attend sports event: tennis match	204	4.3%	87
Attended adult education course in last 12 months	308	6.5%	98
Attended auto show in last 12 months	376	7.9%	96
Went to bar/night club in last 12 months	910	19.2%	101
Went to beach in last 12 months	1,154	24.4%	99
Attended dance performance in last 12 months	224	4.7%	106
Danced/went dancing in last 12 months	461	9.7%	103
Dined out in last 12 months	2,347	49.6%	101
Dine out < once a month	243	5.1%	109
Dine out once a month	299	6.3%	102
Dine out 2-3 times a month	564	11.9%	103
Dine out once a week	520	11.0%	95
Dine out 2+ times per week	451	9.5%	96
Gambled at casino in last 12 months	811	17.1%	107
Gambled at casino 6+ times in last 12 months	132	2.8%	103
Gambled in Atlantic City in last 12 months	155	3.3%	129
Gambled in Las Vegas in last 12 months	190	4.0%	84
Attended horse races in last 12 months	164	3.5%	117
Attended movies in last 6 months	2,759	58.3%	99
Attended movies in last 90 days: < once a month	1,492	31.5%	98
Attended movies in last 90 days: once a month	411	8.7%	85
Attended movies in last 90 days: 2-3 times a month	338	7.1%	106
Attended movies in last 90 days: once/week or more	164	3.5%	135
Prefer to see movie after second week of release	1,107	23.4%	99
Went to museum in last 12 months	586	12.4%	97
Attended music performance in last 12 months	1,143	24.1%	102
Attended country music performance in last 12 mo	205	4.3%	85
Attended rock music performance in last 12 months	572	12.1%	111
Attended classical music/opera performance/12 mo	235	5.0%	108
Went to live theater in last 12 months	650	13.7%	104
Visited a theme park in last 12 months	937	19.8%	92
Visited Disney World (FL)/12 mo: Magic Kingdom	183	3.9%	114
Visited any Sea World in last 12 months	137	2.9%	85
Visited any Six Flags in last 12 months	241	5.1%	88
Went to zoo in last 12 months	629	13.3%	104
Played backgammon in last 12 months	100	2.1%	105
Participated in book club in last 12 months	180	3.8%	120
Played billiards/pool in last 12 months	414	8.7%	91
Played bingo in last 12 months	252	5.3%	126
Did birdwatching in last 12 months	286	6.0%	97
Played board game in last 12 months	748	15.8%	97

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	1,021	21.6%	103
Played chess in last 12 months	183	3.9%	106
Cooked for fun in last 12 months	1,030	21.8%	105
Did crossword puzzle in last 12 months	753	15.9%	109
Participated in fantasy sports league last 12 mo	141	3.0%	91
Flew a kite in last 12 months	127	2.7%	95
Did furniture refinishing in last 12 months	154	3.3%	101
Did indoor gardening/plant care in last 12 months	532	11.2%	112
Participated in karaoke in last 12 months	171	3.6%	82
Bought lottery ticket in last 12 months	1,641	34.7%	100
Bought lottery ticket in last 12 mo: Daily Drawing	294	6.2%	128
Bought lottery ticket in last 12 mo: Instant Game	783	16.5%	104
Bought lottery ticket in last 12 mo: Lotto Drawing	985	20.8%	97
Played lottery: <3 times in last 30 days	685	14.5%	92
Played lottery: 3-7 times in last 30 days	442	9.3%	97
Played lottery: 8+ times in last 30 days	514	10.9%	116
Played musical instrument in last 12 months	430	9.1%	114
Did painting/drawing in last 12 months	309	6.5%	100
Did photography in last 12 months	560	11.8%	94
Read book in last 12 months	2,017	42.6%	105
Participated in trivia games in last 12 months	315	6.7%	110
Played video game in last 12 months	610	12.9%	97
Did woodworking in last 12 months	188	4.0%	85
Participated in word games in last 12 months	529	11.2%	117
Member of AARP	943	19.9%	129
Member of business club	128	2.7%	108
Member of charitable organization	298	6.3%	100
Member of church board	192	4.1%	94
Member of fraternal order	194	4.1%	116
Member of religious club	295	6.2%	97
Member of union	297	6.3%	119
Member of veterans club	164	3.5%	102
Bought any children`s toy/game in last 12 months	1,641	34.7%	100
Spent on toys/games in last 12 months: <\$50	296	6.3%	103
Spent on toys/games in last 12 months: \$50-99	115	2.4%	88
Spent on toys/games in last 12 months: \$100-199	337	7.1%	99
Spent on toys/games in last 12 months: \$200-499	560	11.8%	109
Spent on toys/games in last 12 months: \$500+	265	5.6%	97
Bought infant toy in last 12 months	363	7.7%	92
Bought pre-school toy in last 12 months	356	7.5%	93
Spent on toys/games (for child <6)/12 mo: <\$100	496	10.5%	94
Spent on toys/games (for child <6)/12 mo: \$100-199	302	6.4%	95
Spent on toys/games (for child <6)/12 mo: \$200+	416	8.8%	114
Bought for child in last 12 mo: boy action figure	353	7.5%	92
Bought for child in last 12 mo: girl action figure	124	2.6%	85
Bought for child in last 12 mo: bicycle	320	6.8%	99
Bought for child in last 12 mo: board game	538	11.4%	96

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	137	2.9%	86
Bought for child in last 12 mo: car	427	9.0%	98
Bought for child in last 12 mo: construction toy	238	5.0%	102
Bought for child in last 12 mo: large/baby doll	295	6.2%	95
Bought for child in last 12 mo: fashion doll	243	5.1%	101
Bought for child in last 12 mo: plush doll/animal	410	8.7%	103
Bought for child in last 12 mo: doll accessories	191	4.0%	100
Bought for child in last 12 mo: doll clothing	181	3.8%	93
Bought for child in last 12 mo: educational toy	631	13.3%	98
Bought for child in last 12 mo: electronic game	425	9.0%	96
Bought for child in last 12 mo: mechanical toy	180	3.8%	95
Bought for child in last 12 mo: model kit/set	108	2.3%	89
Bought for child in last 12 mo: sound game	128	2.7%	96
Bought for child in last 12 mo: water toy	456	9.6%	101
Bought for child in last 12 mo: word game	174	3.7%	95
Bought book in last 12 months	2,410	50.9%	101
Bought 1-3 books in last 12 months	906	19.1%	97
Bought 4-9 books in last 12 months	748	15.8%	102
Bought 10+ books in last 12 months	756	16.0%	106
Bought paperback book in last 12 months	1,789	37.8%	100
Bought <3 paperback books in last 12 months	585	12.4%	95
Bought 3-6 paperback books in last 12 months	612	12.9%	98
Bought 7+ paperback books in last 12 months	592	12.5%	106
Bought hardcover book in last 12 months	1,346	28.4%	102
Bought <3 hardcover books in last 12 months	554	11.7%	95
Bought 3-5 hardcover books in last 12 months	437	9.2%	115
Bought 6+ hardcover books in last 12 months	354	7.5%	95
Bought book (fiction) in last 12 months	1,314	27.8%	99
Bought book (non-fiction) in last 12 months	1,207	25.5%	100
Bought biography in last 12 months	338	7.1%	98
Bought children's book in last 12 months	567	12.0%	94
Bought cookbook in last 12 months	552	11.7%	106
Bought desk dictionary in last 12 months	109	2.3%	113
Bought history book in last 12 months	359	7.6%	100
Bought mystery book in last 12 months	581	12.3%	109
Bought personal/business self-help book last 12 mo	300	6.3%	88
Bought religious book (not bible) last 12 months	331	7.0%	92
Bought romance book in last 12 months	274	5.8%	89
Bought science fiction book in last 12 months	228	4.8%	106
Bought book through book club in last 12 months	227	4.8%	111
Bought book at book store in last 12 months	1,610	34.0%	101
Bought book at Barnes & Noble in last 12 months	985	20.8%	106
Bought book at Borders in last 12 months	532	11.2%	101
Bought book at convenience store in last 12 months	124	2.6%	118
Bought book at department store in last 12 months	328	6.9%	91
Bought book at drug store in last 12 months	136	2.9%	126
Bought book through Internet in last 12 mo	469	9.9%	97
Bought book through mail order in last 12 months	147	3.1%	91
Bought book at supermarket in last 12 months	232	4.9%	94
Bought book at warehouse store in last 12 months	246	5.2%	89

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Population 18+		20,014	20,764
Households		10,595	10,987
Median Household Income		\$69,820	\$79,782
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	2,384	11.9%	121
Participated in archery	516	2.6%	97
Participated in backpacking/hiking	2,211	11.0%	117
Participated in baseball	1,120	5.6%	108
Participated in basketball	1,839	9.2%	98
Participated in bicycling (mountain)	924	4.6%	125
Participated in bicycling (road)	2,376	11.9%	123
Participated in boating (power)	1,434	7.2%	116
Participated in bowling	2,803	14.0%	120
Participated in canoeing/kayaking	1,149	5.7%	120
Participated in downhill skiing	751	3.8%	129
Participated in fishing (fresh water)	2,603	13.0%	99
Participated in fishing (salt water)	1,020	5.1%	112
Participated in football	1,235	6.2%	99
Participated in Frisbee	1,242	6.2%	114
Participated in golf	2,652	13.3%	128
Play golf < once a month	980	4.9%	124
Play golf 1+ times a month	1,399	7.0%	130
Participated in horseback riding	627	3.1%	103
Participated in hunting with rifle	868	4.3%	89
Participated in hunting with shotgun	755	3.8%	89
Participated in ice skating	700	3.5%	121
Participated in jogging/running	2,487	12.4%	118
Participated in martial arts	273	1.4%	97
Participated in motorcycling	779	3.9%	106
Participated in Pilates	845	4.2%	129
Participated in roller skating	428	2.1%	102
Participated in snowboarding	387	1.9%	101
Participated in soccer	924	4.6%	107
Participated in softball	787	3.9%	101
Participated in swimming	4,652	23.2%	120
Participated in target shooting	840	4.2%	109
Participated in tennis	1,008	5.0%	118
Participated in volleyball	781	3.9%	112
Participated in walking for exercise	7,081	35.4%	119
Participated in weight lifting	2,938	14.7%	125
Participated in yoga	1,377	6.9%	119
Spent on high end sports/recreation equipment/12 mo: <\$250	874	4.4%	99
Spent on high end sports/recreation equipment/12 mo: \$250+	892	4.5%	114
Attend sports event: auto racing (NASCAR)	1,530	7.6%	104
Attend sports event: auto racing (not NASCAR)	1,344	6.7%	106
Attend sports event: baseball game	3,572	17.8%	121

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March 27, 2012

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	1,734	8.7%	109
Attend sports event: basketball game (pro)	1,918	9.6%	112
Attend sports event: football game (college)	2,345	11.7%	113
Attend sports event: football-Monday night game (pro)	1,281	6.4%	104
Attend sports event: football-weekend game (pro)	2,149	10.7%	118
Attend sports event: golf tournament	1,272	6.4%	115
Attend sports event: ice hockey game	1,606	8.0%	121
Attend sports event: soccer game	1,395	7.0%	113
Attend sports event: tennis match	1,049	5.2%	106
Attended adult education course in last 12 months	1,556	7.8%	117
Attended auto show in last 12 months	1,821	9.1%	110
Went to bar/night club in last 12 months	4,317	21.6%	113
Went to beach in last 12 months	5,883	29.4%	120
Attended dance performance in last 12 months	1,042	5.2%	117
Danced/went dancing in last 12 months	2,014	10.1%	106
Dined out in last 12 months	11,201	56.0%	114
Dine out < once a month	1,048	5.2%	111
Dine out once a month	1,382	6.9%	112
Dine out 2-3 times a month	2,596	13.0%	113
Dine out once a week	2,732	13.7%	118
Dine out 2+ times per week	2,159	10.8%	109
Gambled at casino in last 12 months	3,617	18.1%	113
Gambled at casino 6+ times in last 12 months	576	2.9%	106
Gambled in Atlantic City in last 12 months	537	2.7%	106
Gambled in Las Vegas in last 12 months	1,100	5.5%	115
Attended horse races in last 12 months	680	3.4%	115
Attended movies in last 6 months	12,503	62.5%	106
Attended movies in last 90 days: < once a month	6,960	34.8%	108
Attended movies in last 90 days: once a month	2,247	11.2%	110
Attended movies in last 90 days: 2-3 times a month	1,469	7.3%	109
Attended movies in last 90 days: once/week or more	498	2.5%	97
Prefer to see movie after second week of release	5,417	27.1%	114
Went to museum in last 12 months	3,046	15.2%	119
Attended music performance in last 12 months	5,654	28.3%	119
Attended country music performance in last 12 mo	1,018	5.1%	100
Attended rock music performance in last 12 months	2,676	13.4%	122
Attended classical music/opera performance/12 mo	1,157	5.8%	126
Went to live theater in last 12 months	3,201	16.0%	122
Visited a theme park in last 12 months	4,785	23.9%	111
Visited Disney World (FL)/12 mo: Magic Kingdom	834	4.2%	123
Visited any Sea World in last 12 months	699	3.5%	103
Visited any Six Flags in last 12 months	1,200	6.0%	103
Went to zoo in last 12 months	3,055	15.3%	120
Played backgammon in last 12 months	431	2.2%	107
Participated in book club in last 12 months	687	3.4%	108
Played billiards/pool in last 12 months	2,001	10.0%	104
Played bingo in last 12 months	842	4.2%	99
Did birdwatching in last 12 months	1,341	6.7%	108
Played board game in last 12 months	3,773	18.9%	116

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	4,630	23.1%	110
Played chess in last 12 months	768	3.8%	105
Cooked for fun in last 12 months	4,766	23.8%	115
Did crossword puzzle in last 12 months	3,286	16.4%	113
Participated in fantasy sports league last 12 mo	781	3.9%	120
Flew a kite in last 12 months	603	3.0%	106
Did furniture refinishing in last 12 months	688	3.4%	107
Did indoor gardening/plant care in last 12 months	2,261	11.3%	112
Participated in karaoke in last 12 months	866	4.3%	98
Bought lottery ticket in last 12 months	7,074	35.3%	102
Bought lottery ticket in last 12 mo: Daily Drawing	946	4.7%	97
Bought lottery ticket in last 12 mo: Instant Game	3,151	15.7%	99
Bought lottery ticket in last 12 mo: Lotto Drawing	4,551	22.7%	106
Played lottery: <3 times in last 30 days	3,178	15.9%	101
Played lottery: 3-7 times in last 30 days	1,970	9.8%	102
Played lottery: 8+ times in last 30 days	1,927	9.6%	103
Played musical instrument in last 12 months	1,749	8.7%	110
Did painting/drawing in last 12 months	1,341	6.7%	102
Did photography in last 12 months	2,932	14.7%	116
Read book in last 12 months	9,258	46.3%	113
Participated in trivia games in last 12 months	1,417	7.1%	117
Played video game in last 12 months	2,802	14.0%	105
Did woodworking in last 12 months	951	4.8%	101
Participated in word games in last 12 months	2,148	10.7%	113
Member of AARP	3,572	17.8%	116
Member of business club	637	3.2%	128
Member of charitable organization	1,534	7.7%	121
Member of church board	852	4.3%	99
Member of fraternal order	741	3.7%	105
Member of religious club	1,316	6.6%	103
Member of union	1,246	6.2%	118
Member of veterans club	689	3.4%	101
Bought any children`s toy/game in last 12 months	7,594	37.9%	110
Spent on toys/games in last 12 months: <\$50	1,224	6.1%	100
Spent on toys/games in last 12 months: \$50-99	569	2.8%	103
Spent on toys/games in last 12 months: \$100-199	1,484	7.4%	103
Spent on toys/games in last 12 months: \$200-499	2,453	12.3%	113
Spent on toys/games in last 12 months: \$500+	1,425	7.1%	124
Bought infant toy in last 12 months	1,784	8.9%	107
Bought pre-school toy in last 12 months	1,801	9.0%	111
Spent on toys/games (for child <6)/12 mo: <\$100	2,296	11.5%	103
Spent on toys/games (for child <6)/12 mo: \$100-199	1,453	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	1,820	9.1%	118
Bought for child in last 12 mo: boy action figure	1,715	8.6%	106
Bought for child in last 12 mo: girl action figure	574	2.9%	93
Bought for child in last 12 mo: bicycle	1,475	7.4%	108
Bought for child in last 12 mo: board game	2,805	14.0%	118

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March 27, 2012

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# Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	746	3.7%	110
Bought for child in last 12 mo: car	1,821	9.1%	99
Bought for child in last 12 mo: construction toy	1,048	5.2%	106
Bought for child in last 12 mo: large/baby doll	1,369	6.8%	105
Bought for child in last 12 mo: fashion doll	996	5.0%	97
Bought for child in last 12 mo: plush doll/animal	2,034	10.2%	121
Bought for child in last 12 mo: doll accessories	846	4.2%	105
Bought for child in last 12 mo: doll clothing	836	4.2%	101
Bought for child in last 12 mo: educational toy	3,068	15.3%	113
Bought for child in last 12 mo: electronic game	2,100	10.5%	112
Bought for child in last 12 mo: mechanical toy	846	4.2%	106
Bought for child in last 12 mo: model kit/set	557	2.8%	108
Bought for child in last 12 mo: sound game	508	2.5%	91
Bought for child in last 12 mo: water toy	2,238	11.2%	117
Bought for child in last 12 mo: word game	766	3.8%	99
Bought book in last 12 months	11,385	56.9%	113
Bought 1-3 books in last 12 months	4,241	21.2%	108
Bought 4-9 books in last 12 months	3,461	17.3%	111
Bought 10+ books in last 12 months	3,683	18.4%	122
Bought paperback book in last 12 months	8,852	44.2%	117
Bought <3 paperback books in last 12 months	2,900	14.5%	112
Bought 3-6 paperback books in last 12 months	3,047	15.2%	116
Bought 7+ paperback books in last 12 months	2,905	14.5%	123
Bought hardcover book in last 12 months	6,507	32.5%	116
Bought <3 hardcover books in last 12 months	2,775	13.9%	113
Bought 3-5 hardcover books in last 12 months	1,884	9.4%	118
Bought 6+ hardcover books in last 12 months	1,849	9.2%	118
Bought book (fiction) in last 12 months	6,650	33.2%	118
Bought book (non-fiction) in last 12 months	5,949	29.7%	117
Bought biography in last 12 months	1,646	8.2%	113
Bought children's book in last 12 months	2,890	14.4%	113
Bought cookbook in last 12 months	2,439	12.2%	111
Bought desk dictionary in last 12 months	348	1.7%	86
Bought history book in last 12 months	1,749	8.7%	116
Bought mystery book in last 12 months	2,721	13.6%	121
Bought personal/business self-help book last 12 mo	1,835	9.2%	128
Bought religious book (not bible) last 12 months	1,663	8.3%	110
Bought romance book in last 12 months	1,379	6.9%	106
Bought science fiction book in last 12 months	975	4.9%	107
Bought book through book club in last 12 months	855	4.3%	99
Bought book at book store in last 12 months	8,030	40.1%	120
Bought book at Barnes & Noble in last 12 months	5,028	25.1%	128
Bought book at Borders in last 12 months	2,945	14.7%	132
Bought book at convenience store in last 12 months	390	1.9%	88
Bought book at department store in last 12 months	1,512	7.6%	99
Bought book at drug store in last 12 months	464	2.3%	102
Bought book through Internet in last 12 mo	2,492	12.5%	122
Bought book through mail order in last 12 months	582	2.9%	85
Bought book at supermarket in last 12 months	1,198	6.0%	115
Bought book at warehouse store in last 12 months	1,502	7.5%	129

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Population 18+		58,526	60,944
Households		29,706	30,888
Median Household Income		\$76,561	\$85,170
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	7,365	12.6%	127
Participated in archery	1,455	2.5%	94
Participated in backpacking/hiking	6,795	11.6%	123
Participated in baseball	3,199	5.5%	105
Participated in basketball	5,683	9.7%	104
Participated in bicycling (mountain)	2,694	4.6%	125
Participated in bicycling (road)	7,101	12.1%	126
Participated in boating (power)	4,208	7.2%	117
Participated in bowling	8,217	14.0%	120
Participated in canoeing/kayaking	3,294	5.6%	118
Participated in downhill skiing	2,375	4.1%	139
Participated in fishing (fresh water)	7,564	12.9%	99
Participated in fishing (salt water)	2,991	5.1%	112
Participated in football	3,640	6.2%	100
Participated in Frisbee	3,598	6.1%	113
Participated in golf	8,042	13.7%	133
Play golf < once a month	3,062	5.2%	132
Play golf 1+ times a month	4,187	7.2%	133
Participated in horseback riding	1,919	3.3%	108
Participated in hunting with rifle	2,451	4.2%	86
Participated in hunting with shotgun	2,138	3.7%	86
Participated in ice skating	2,117	3.6%	126
Participated in jogging/running	7,883	13.5%	128
Participated in martial arts	756	1.3%	92
Participated in motorcycling	2,224	3.8%	103
Participated in Pilates	2,535	4.3%	132
Participated in roller skating	1,104	1.9%	90
Participated in snowboarding	1,154	2.0%	103
Participated in soccer	2,698	4.6%	107
Participated in softball	2,335	4.0%	102
Participated in swimming	13,916	23.8%	122
Participated in target shooting	2,460	4.2%	109
Participated in tennis	3,130	5.3%	125
Participated in volleyball	2,212	3.8%	108
Participated in walking for exercise	20,829	35.6%	119
Participated in weight lifting	8,993	15.4%	130
Participated in yoga	4,200	7.2%	124
Spent on high end sports/recreation equipment/12 mo: <\$250	2,747	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+	2,790	4.8%	122
Attend sports event: auto racing (NASCAR)	4,538	7.8%	106
Attend sports event: auto racing (not NASCAR)	3,882	6.6%	105
Attend sports event: baseball game	10,798	18.5%	125

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CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	5,262	9.0%	113
Attend sports event: basketball game (pro)	5,925	10.1%	118
Attend sports event: football game (college)	7,112	12.2%	118
Attend sports event: football-Monday night game (pro)	3,836	6.6%	107
Attend sports event: football-weekend game (pro)	6,354	10.9%	120
Attend sports event: golf tournament	3,858	6.6%	119
Attend sports event: ice hockey game	4,772	8.2%	123
Attend sports event: soccer game	4,122	7.0%	114
Attend sports event: tennis match	3,106	5.3%	108
Attended adult education course in last 12 months	4,544	7.8%	117
Attended auto show in last 12 months	5,262	9.0%	109
Went to bar/night club in last 12 months	12,509	21.4%	112
Went to beach in last 12 months	17,891	30.6%	125
Attended dance performance in last 12 months	3,108	5.3%	119
Danced/went dancing in last 12 months	5,846	10.0%	105
Dined out in last 12 months	33,399	57.1%	116
Dine out < once a month	3,101	5.3%	113
Dine out once a month	4,054	6.9%	112
Dine out 2-3 times a month	7,706	13.2%	114
Dine out once a week	8,286	14.2%	123
Dine out 2+ times per week	6,520	11.1%	113
Gambled at casino in last 12 months	10,789	18.4%	115
Gambled at casino 6+ times in last 12 months	1,569	2.7%	99
Gambled in Atlantic City in last 12 months	1,474	2.5%	99
Gambled in Las Vegas in last 12 months	3,465	5.9%	124
Attended horse races in last 12 months	1,938	3.3%	112
Attended movies in last 6 months	37,700	64.4%	109
Attended movies in last 90 days: < once a month	21,154	36.1%	112
Attended movies in last 90 days: once a month	6,902	11.8%	115
Attended movies in last 90 days: 2-3 times a month	4,422	7.6%	112
Attended movies in last 90 days: once/week or more	1,397	2.4%	93
Prefer to see movie after second week of release	16,252	27.8%	117
Went to museum in last 12 months	9,530	16.3%	127
Attended music performance in last 12 months	16,777	28.7%	121
Attended country music performance in last 12 mo	2,973	5.1%	100
Attended rock music performance in last 12 months	7,798	13.3%	122
Attended classical music/opera performance/12 mo	3,330	5.7%	124
Went to live theater in last 12 months	10,050	17.2%	131
Visited a theme park in last 12 months	14,865	25.4%	118
Visited Disney World (FL)/12 mo: Magic Kingdom	2,620	4.5%	132
Visited any Sea World in last 12 months	2,451	4.2%	124
Visited any Six Flags in last 12 months	3,748	6.4%	110
Went to zoo in last 12 months	9,367	16.0%	125
Played backgammon in last 12 months	1,295	2.2%	110
Participated in book club in last 12 months	2,105	3.6%	114
Played billiards/pool in last 12 months	5,937	10.1%	105
Played bingo in last 12 months	2,435	4.2%	98
Did birdwatching in last 12 months	3,901	6.7%	107
Played board game in last 12 months	11,482	19.6%	120

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	13,612	23.3%	111
Played chess in last 12 months	2,275	3.9%	106
Cooked for fun in last 12 months	13,982	23.9%	115
Did crossword puzzle in last 12 months	9,426	16.1%	111
Participated in fantasy sports league last 12 mo	2,299	3.9%	121
Flew a kite in last 12 months	1,845	3.2%	111
Did furniture refinishing in last 12 months	2,075	3.5%	110
Did indoor gardening/plant care in last 12 months	6,575	11.2%	112
Participated in karaoke in last 12 months	2,507	4.3%	97
Bought lottery ticket in last 12 months	20,709	35.4%	102
Bought lottery ticket in last 12 mo: Daily Drawing	2,552	4.4%	90
Bought lottery ticket in last 12 mo: Instant Game	8,603	14.7%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	13,827	23.6%	110
Played lottery: <3 times in last 30 days	9,778	16.7%	106
Played lottery: 3-7 times in last 30 days	5,684	9.7%	101
Played lottery: 8+ times in last 30 days	5,249	9.0%	96
Played musical instrument in last 12 months	4,995	8.5%	107
Did painting/drawing in last 12 months	3,931	6.7%	103
Did photography in last 12 months	8,859	15.1%	120
Read book in last 12 months	27,628	47.2%	116
Participated in trivia games in last 12 months	4,133	7.1%	117
Played video game in last 12 months	8,213	14.0%	105
Did woodworking in last 12 months	2,834	4.8%	103
Participated in word games in last 12 months	6,149	10.5%	110
Member of AARP	10,162	17.4%	113
Member of business club	2,032	3.5%	139
Member of charitable organization	4,687	8.0%	127
Member of church board	2,539	4.3%	101
Member of fraternal order	2,180	3.7%	105
Member of religious club	4,108	7.0%	110
Member of union	3,474	5.9%	113
Member of veterans club	1,870	3.2%	94
Bought any children`s toy/game in last 12 months	22,358	38.2%	110
Spent on toys/games in last 12 months: <\$50	3,717	6.4%	104
Spent on toys/games in last 12 months: \$50-99	1,576	2.7%	98
Spent on toys/games in last 12 months: \$100-199	4,284	7.3%	102
Spent on toys/games in last 12 months: \$200-499	7,045	12.0%	111
Spent on toys/games in last 12 months: \$500+	4,340	7.4%	129
Bought infant toy in last 12 months	5,214	8.9%	107
Bought pre-school toy in last 12 months	5,388	9.2%	114
Spent on toys/games (for child <6)/12 mo: <\$100	6,835	11.7%	105
Spent on toys/games (for child <6)/12 mo: \$100-199	4,177	7.1%	106
Spent on toys/games (for child <6)/12 mo: \$200+	5,298	9.1%	117
Bought for child in last 12 mo: boy action figure	5,005	8.6%	106
Bought for child in last 12 mo: girl action figure	1,743	3.0%	96
Bought for child in last 12 mo: bicycle	4,378	7.5%	109
Bought for child in last 12 mo: board game	8,473	14.5%	122

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Sports and Leisure Market Potential

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,235	3.8%	113
Bought for child in last 12 mo: car	5,388	9.2%	100
Bought for child in last 12 mo: construction toy	3,213	5.5%	111
Bought for child in last 12 mo: large/baby doll	3,860	6.6%	101
Bought for child in last 12 mo: fashion doll	2,960	5.1%	99
Bought for child in last 12 mo: plush doll/animal	6,010	10.3%	122
Bought for child in last 12 mo: doll accessories	2,496	4.3%	106
Bought for child in last 12 mo: doll clothing	2,500	4.3%	103
Bought for child in last 12 mo: educational toy	9,230	15.8%	116
Bought for child in last 12 mo: electronic game	6,433	11.0%	118
Bought for child in last 12 mo: mechanical toy	2,581	4.4%	110
Bought for child in last 12 mo: model kit/set	1,687	2.9%	112
Bought for child in last 12 mo: sound game	1,458	2.5%	89
Bought for child in last 12 mo: water toy	6,615	11.3%	118
Bought for child in last 12 mo: word game	2,303	3.9%	102
Bought book in last 12 months	33,890	57.9%	115
Bought 1-3 books in last 12 months	12,331	21.1%	107
Bought 4-9 books in last 12 months	10,407	17.8%	114
Bought 10+ books in last 12 months	11,146	19.0%	126
Bought paperback book in last 12 months	26,473	45.2%	120
Bought <3 paperback books in last 12 months	8,481	14.5%	112
Bought 3-6 paperback books in last 12 months	9,260	15.8%	120
Bought 7+ paperback books in last 12 months	8,735	14.9%	127
Bought hardcover book in last 12 months	19,781	33.8%	121
Bought <3 hardcover books in last 12 months	8,388	14.3%	117
Bought 3-5 hardcover books in last 12 months	5,552	9.5%	118
Bought 6+ hardcover books in last 12 months	5,841	10.0%	127
Bought book (fiction) in last 12 months	20,098	34.3%	122
Bought book (non-fiction) in last 12 months	18,080	30.9%	122
Bought biography in last 12 months	5,041	8.6%	119
Bought children's book in last 12 months	8,859	15.1%	119
Bought cookbook in last 12 months	7,295	12.5%	114
Bought desk dictionary in last 12 months	1,027	1.8%	86
Bought history book in last 12 months	5,438	9.3%	123
Bought mystery book in last 12 months	7,946	13.6%	121
Bought personal/business self-help book last 12 mo	5,698	9.7%	136
Bought religious book (not bible) last 12 months	4,956	8.5%	112
Bought romance book in last 12 months	3,919	6.7%	103
Bought science fiction book in last 12 months	2,991	5.1%	112
Bought book through book club in last 12 months	2,561	4.4%	101
Bought book at book store in last 12 months	24,375	41.6%	124
Bought book at Barnes & Noble in last 12 months	15,191	26.0%	132
Bought book at Borders in last 12 months	9,210	15.7%	142
Bought book at convenience store in last 12 months	1,083	1.9%	83
Bought book at department store in last 12 months	3,998	6.8%	89
Bought book at drug store in last 12 months	1,251	2.1%	94
Bought book through Internet in last 12 mo	7,826	13.4%	131
Bought book through mail order in last 12 months	1,726	2.9%	87
Bought book at supermarket in last 12 months	3,292	5.6%	108
Bought book at warehouse store in last 12 months	4,670	8.0%	137

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March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Retirement Communities	30.2%	Population	5,864	5,949
Main Street, USA	16.0%	Households	2,944	3,002
Simple Living	15.8%	Families	1,431	1,439
Old and Newcomers	14.0%	Median Age	43.4	44.4
Great Expectations	14.0%	Median Household Income	\$42,764	\$51,410
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		57	\$1,355.34	\$3,990,208
Men's		53	\$242.76	\$714,711
Women's		51	\$422.90	\$1,245,037
Children's		57	\$229.44	\$675,499
Footwear		39	\$164.40	\$484,010
Watches & Jewelry		80	\$156.35	\$460,297
Apparel Products and Services (1)		149	\$139.49	\$410,654
<b>Computer</b>				
Computers and Hardware for Home Use		80	\$153.30	\$451,331
Software and Accessories for Home Use		79	\$22.60	\$66,546
<b>Entertainment &amp; Recreation</b>		80	\$2,579.68	\$7,594,750
Fees and Admissions		80	\$494.27	\$1,455,151
Membership Fees for Clubs (2)		82	\$134.74	\$396,672
Fees for Participant Sports, excl. Trips		80	\$84.83	\$249,743
Admission to Movie/Theatre/Opera/Ballet		81	\$122.99	\$362,091
Admission to Sporting Events, excl. Trips		78	\$46.49	\$136,883
Fees for Recreational Lessons		77	\$104.50	\$307,668
Dating Services		92	\$0.71	\$2,095
TV/Video/Audio		81	\$1,007.29	\$2,965,521
Community Antenna or Cable TV		84	\$602.28	\$1,773,138
Televisions		78	\$151.15	\$444,997
VCRs, Video Cameras, and DVD Players		79	\$16.17	\$47,610
Video Cassettes and DVDs		80	\$42.27	\$124,458
Video and Computer Game Hardware and Software		81	\$44.92	\$132,256
Satellite Dishes		69	\$0.87	\$2,546
Rental of Video Cassettes and DVDs		79	\$32.73	\$96,347
Streaming/Downloaded Video		85	\$1.19	\$3,501
Audio (3)		75	\$109.63	\$322,759
Rental and Repair of TV/Radio/Sound Equipment		80	\$6.08	\$17,909
Pets		95	\$408.58	\$1,202,883
Toys and Games (4)		78	\$114.18	\$336,166
Recreational Vehicles and Fees (5)		67	\$215.66	\$634,911
Sports/Recreation/Exercise Equipment (6)		59	\$107.57	\$316,682
Photo Equipment and Supplies (7)		78	\$80.36	\$236,575
Reading (8)		85	\$131.46	\$387,017
Catered Affairs (9)		82	\$20.33	\$59,845
<b>Food</b>		81	\$6,247.80	\$18,393,930
Food at Home		82	\$3,652.04	\$10,751,860
Bakery and Cereal Products		82	\$489.24	\$1,440,350
Meats, Poultry, Fish, and Eggs		82	\$847.16	\$2,494,100
Dairy Products		81	\$404.40	\$1,190,575
Fruits and Vegetables		82	\$646.91	\$1,904,555
Snacks and Other Food at Home (10)		81	\$1,264.33	\$3,722,280
Food Away from Home		81	\$2,595.75	\$7,642,070
Alcoholic Beverages		85	\$483.16	\$1,422,444
Nonalcoholic Beverages at Home		81	\$355.55	\$1,046,748

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	78	\$1,350.25	\$3,975,238
Vehicle Loans	74	\$3,647.30	\$10,737,891
<b>Health</b>			
Nonprescription Drugs	79	\$81.54	\$240,050
Prescription Drugs	84	\$419.63	\$1,235,410
Eyeglasses and Contact Lenses	81	\$61.95	\$182,387
<b>Home</b>			
Mortgage Payment and Basics (11)	74	\$6,946.57	\$20,451,170
Maintenance and Remodeling Services	77	\$1,520.96	\$4,477,797
Maintenance and Remodeling Materials (12)	71	\$262.22	\$771,992
Utilities, Fuel, and Public Services	82	\$3,700.49	\$10,894,487
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	78	\$104.43	\$307,462
Furniture	78	\$467.27	\$1,375,662
Floor Coverings	84	\$62.94	\$185,298
Major Appliances (14)	76	\$231.13	\$680,448
Housewares (15)	70	\$60.63	\$178,487
Small Appliances	82	\$26.88	\$79,123
Luggage	77	\$7.16	\$21,068
Telephones and Accessories	54	\$22.84	\$67,232
<b>Household Operations</b>			
Child Care	74	\$341.63	\$1,005,771
Lawn and Garden (16)	76	\$319.60	\$940,930
Moving/Storage/Freight Express	78	\$47.58	\$140,089
Housekeeping Supplies (17)	80	\$561.12	\$1,651,961
<b>Insurance</b>			
Owners and Renters Insurance	76	\$352.07	\$1,036,529
Vehicle Insurance	81	\$938.95	\$2,764,342
Life/Other Insurance	79	\$327.93	\$965,448
Health Insurance	85	\$1,636.33	\$4,817,457
Personal Care Products (18)	80	\$318.24	\$936,915
School Books and Supplies (19)	85	\$91.06	\$268,089
Smoking Products	86	\$367.69	\$1,082,511
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	76	\$3,336.55	\$9,823,029
Gasoline and Motor Oil	78	\$2,237.17	\$6,586,391
Vehicle Maintenance and Repairs	80	\$751.25	\$2,211,721
<b>Travel</b>			
Airline Fares	80	\$367.62	\$1,082,303
Lodging on Trips	78	\$341.84	\$1,006,405
Auto/Truck/Van Rental on Trips	80	\$29.27	\$86,175
Food and Drink on Trips	78	\$340.44	\$1,002,268

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**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



# Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	17.5%	Population	26,583	27,482
Exurbanites	11.7%	Households	10,595	10,987
Cozy and Comfortable	10.7%	Families	7,408	7,642
Crossroads	10.1%	Median Age	40.6	40.5
In Style	8.5%	Median Household Income	\$69,820	\$79,782
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		88	\$2,103.95	\$22,291,005
Men's		83	\$380.17	\$4,027,783
Women's		79	\$658.43	\$6,975,979
Children's		91	\$365.89	\$3,876,544
Footwear		60	\$251.67	\$2,666,345
Watches & Jewelry		129	\$251.46	\$2,664,123
Apparel Products and Services (1)		210	\$196.34	\$2,080,231
<b>Computer</b>				
Computers and Hardware for Home Use		125	\$240.20	\$2,544,909
Software and Accessories for Home Use		126	\$36.01	\$381,529
<b>Entertainment &amp; Recreation</b>		129	\$4,150.14	\$43,969,970
Fees and Admissions		136	\$841.35	\$8,913,950
Membership Fees for Clubs (2)		138	\$225.50	\$2,389,147
Fees for Participant Sports, excl. Trips		134	\$143.20	\$1,517,129
Admission to Movie/Theatre/Opera/Ballet		130	\$197.59	\$2,093,460
Admission to Sporting Events, excl. Trips		136	\$81.22	\$860,536
Fees for Recreational Lessons		141	\$192.92	\$2,043,916
Dating Services		120	\$0.92	\$9,762
TV/Video/Audio		123	\$1,525.63	\$16,163,829
Community Antenna or Cable TV		122	\$880.82	\$9,332,150
Televisions		129	\$249.16	\$2,639,778
VCRs, Video Cameras, and DVD Players		123	\$24.93	\$264,140
Video Cassettes and DVDs		120	\$63.32	\$670,885
Video and Computer Game Hardware and Software		128	\$71.31	\$755,558
Satellite Dishes		123	\$1.55	\$16,398
Rental of Video Cassettes and DVDs		122	\$50.22	\$532,036
Streaming/Downloaded Video		131	\$1.84	\$19,446
Audio (3)		118	\$173.02	\$1,833,162
Rental and Repair of TV/Radio/Sound Equipment		124	\$9.47	\$100,276
Pets		154	\$661.99	\$7,013,710
Toys and Games (4)		124	\$180.17	\$1,908,881
Recreational Vehicles and Fees (5)		122	\$393.04	\$4,164,225
Sports/Recreation/Exercise Equipment (6)		100	\$181.15	\$1,919,260
Photo Equipment and Supplies (7)		128	\$132.69	\$1,405,771
Reading (8)		130	\$200.81	\$2,127,555
Catered Affairs (9)		135	\$33.30	\$352,790
<b>Food</b>		123	\$9,478.26	\$100,420,513
Food at Home		122	\$5,462.00	\$57,868,910
Bakery and Cereal Products		122	\$730.76	\$7,742,274
Meats, Poultry, Fish, and Eggs		122	\$1,263.21	\$13,383,472
Dairy Products		121	\$604.25	\$6,401,955
Fruits and Vegetables		123	\$966.78	\$10,242,890
Snacks and Other Food at Home (10)		122	\$1,896.99	\$20,098,320
Food Away from Home		125	\$4,016.26	\$42,551,603
Alcoholic Beverages		127	\$725.98	\$7,691,584
Nonalcoholic Beverages at Home		121	\$530.61	\$5,621,747

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	127	\$2,213.93	\$23,456,245
Vehicle Loans	120	\$5,894.40	\$62,450,161
<b>Health</b>			
Nonprescription Drugs	119	\$122.23	\$1,295,021
Prescription Drugs	121	\$603.79	\$6,397,041
Eyeglasses and Contact Lenses	129	\$99.05	\$1,049,408
<b>Home</b>			
Mortgage Payment and Basics (11)	137	\$12,822.23	\$135,849,282
Maintenance and Remodeling Services	139	\$2,757.94	\$29,219,886
Maintenance and Remodeling Materials (12)	127	\$471.93	\$4,999,981
Utilities, Fuel, and Public Services	123	\$5,590.18	\$59,226,955
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	127	\$168.95	\$1,790,031
Furniture	129	\$774.55	\$8,206,168
Floor Coverings	137	\$102.99	\$1,091,170
Major Appliances (14)	125	\$380.35	\$4,029,745
Housewares (15)	110	\$94.95	\$1,005,995
Small Appliances	124	\$40.71	\$431,319
Luggage	132	\$12.25	\$129,744
Telephones and Accessories	83	\$35.21	\$373,050
<b>Household Operations</b>			
Child Care	128	\$594.07	\$6,294,072
Lawn and Garden (16)	130	\$545.64	\$5,780,937
Moving/Storage/Freight Express	120	\$72.99	\$773,347
Housekeeping Supplies (17)	123	\$865.62	\$9,171,041
<b>Insurance</b>			
Owners and Renters Insurance	129	\$599.52	\$6,351,791
Vehicle Insurance	124	\$1,449.97	\$15,362,142
Life/Other Insurance	131	\$544.94	\$5,773,521
Health Insurance	124	\$2,399.88	\$25,426,275
Personal Care Products (18)	124	\$494.46	\$5,238,748
School Books and Supplies (19)	121	\$129.78	\$1,374,968
Smoking Products	113	\$483.69	\$5,124,584
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	123	\$5,390.29	\$57,109,158
Gasoline and Motor Oil	120	\$3,448.67	\$36,538,075
Vehicle Maintenance and Repairs	125	\$1,176.19	\$12,461,508
<b>Travel</b>			
Airline Fares	135	\$620.90	\$6,578,310
Lodging on Trips	135	\$586.95	\$6,218,674
Auto/Truck/Van Rental on Trips	139	\$51.07	\$541,045
Food and Drink on Trips	131	\$569.16	\$6,030,104

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



# Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	12.9%	Population	79,429	82,395
Boomburbs	10.1%	Households	29,706	30,888
Cozy and Comfortable	9.3%	Families	21,980	22,734
Milk and Cookies	9.0%	Median Age	39.3	39.1
Exurbanites	6.9%	Median Household Income	\$76,561	\$85,170
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		100	\$2,390.98	\$71,026,173
Men's		94	\$432.52	\$12,848,263
Women's		90	\$743.36	\$22,082,269
Children's		105	\$421.03	\$12,506,999
Footwear		68	\$285.53	\$8,482,027
Watches & Jewelry		148	\$288.20	\$8,561,258
Apparel Products and Services (1)		235	\$220.34	\$6,545,356
<b>Computer</b>				
Computers and Hardware for Home Use		143	\$274.33	\$8,149,231
Software and Accessories for Home Use		145	\$41.21	\$1,224,298
<b>Entertainment &amp; Recreation</b>		146	\$4,719.98	\$140,211,268
Fees and Admissions		157	\$969.02	\$28,785,677
Membership Fees for Clubs (2)		157	\$257.03	\$7,635,423
Fees for Participant Sports, excl. Trips		154	\$164.32	\$4,881,146
Admission to Movie/Theatre/Opera/Ballet		149	\$226.02	\$6,714,127
Admission to Sporting Events, excl. Trips		159	\$94.47	\$2,806,229
Fees for Recreational Lessons		166	\$226.19	\$6,719,286
Dating Services		129	\$0.99	\$29,466
TV/Video/Audio		138	\$1,715.39	\$50,957,172
Community Antenna or Cable TV		135	\$975.06	\$28,965,067
Televisions		149	\$287.56	\$8,542,088
VCRs, Video Cameras, and DVD Players		140	\$28.55	\$848,202
Video Cassettes and DVDs		137	\$71.94	\$2,137,059
Video and Computer Game Hardware and Software		147	\$81.95	\$2,434,431
Satellite Dishes		146	\$1.84	\$54,713
Rental of Video Cassettes and DVDs		140	\$57.57	\$1,710,195
Streaming/Downloaded Video		149	\$2.08	\$61,790
Audio (3)		135	\$198.16	\$5,886,491
Rental and Repair of TV/Radio/Sound Equipment		141	\$10.68	\$317,137
Pets		174	\$750.53	\$22,295,123
Toys and Games (4)		141	\$205.41	\$6,101,875
Recreational Vehicles and Fees (5)		142	\$457.34	\$13,585,758
Sports/Recreation/Exercise Equipment (6)		116	\$209.47	\$6,222,430
Photo Equipment and Supplies (7)		147	\$152.17	\$4,520,239
Reading (8)		144	\$222.76	\$6,617,149
Catered Affairs (9)		153	\$37.90	\$1,125,843
<b>Food</b>		139	\$10,655.27	\$316,524,409
Food at Home		137	\$6,110.02	\$181,503,816
Bakery and Cereal Products		137	\$814.67	\$24,200,606
Meats, Poultry, Fish, and Eggs		136	\$1,411.65	\$41,934,249
Dairy Products		136	\$675.05	\$20,052,883
Fruits and Vegetables		138	\$1,081.67	\$32,132,126
Snacks and Other Food at Home (10)		136	\$2,126.98	\$63,183,952
Food Away from Home		141	\$4,545.24	\$135,020,593
Alcoholic Beverages		143	\$815.46	\$24,223,895
Nonalcoholic Beverages at Home		136	\$594.23	\$17,652,262

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	143	\$2,491.33	\$74,007,297
Vehicle Loans	138	\$6,771.49	\$201,153,212
<b>Health</b>			
Nonprescription Drugs	132	\$136.55	\$4,056,273
Prescription Drugs	131	\$653.44	\$19,411,136
Eyeglasses and Contact Lenses	144	\$110.90	\$3,294,286
<b>Home</b>			
Mortgage Payment and Basics (11)	159	\$14,902.15	\$442,682,008
Maintenance and Remodeling Services	160	\$3,174.16	\$94,291,298
Maintenance and Remodeling Materials (12)	146	\$542.10	\$16,103,542
Utilities, Fuel, and Public Services	137	\$6,221.68	\$184,820,539
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	145	\$192.45	\$5,716,976
Furniture	149	\$892.77	\$26,520,532
Floor Coverings	154	\$115.34	\$3,426,405
Major Appliances (14)	143	\$432.41	\$12,845,104
Housewares (15)	126	\$108.12	\$3,211,669
Small Appliances	138	\$45.37	\$1,347,688
Luggage	153	\$14.13	\$419,767
Telephones and Accessories	95	\$40.54	\$1,204,283
<b>Household Operations</b>			
Child Care	154	\$711.97	\$21,149,720
Lawn and Garden (16)	148	\$620.40	\$18,429,419
Moving/Storage/Freight Express	139	\$84.35	\$2,505,678
Housekeeping Supplies (17)	139	\$971.44	\$28,857,614
<b>Insurance</b>			
Owners and Renters Insurance	147	\$679.46	\$20,184,052
Vehicle Insurance	140	\$1,629.75	\$48,413,081
Life/Other Insurance	147	\$613.62	\$18,228,236
Health Insurance	136	\$2,626.77	\$78,030,598
Personal Care Products (18)	141	\$561.06	\$16,666,822
School Books and Supplies (19)	137	\$145.55	\$4,323,804
Smoking Products	122	\$521.95	\$15,504,995
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	141	\$6,177.85	\$183,518,800
Gasoline and Motor Oil	136	\$3,888.33	\$115,506,367
Vehicle Maintenance and Repairs	141	\$1,328.79	\$39,472,762
<b>Travel</b>			
Airline Fares	156	\$714.16	\$21,214,895
Lodging on Trips	154	\$671.20	\$19,938,579
Auto/Truck/Van Rental on Trips	160	\$59.22	\$1,759,215
Food and Drink on Trips	149	\$649.78	\$19,302,246

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**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012





# Retail Goods and Services Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		5,864	5,949	
Households		2,944	3,002	
Families		1,431	1,439	
Median Age		43.4	44.4	
Median Household Income		\$42,764	\$51,410	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	78	\$3.70		\$10,894
Gasoline	78	\$2,194.71		\$6,461,373
Motor Oil	74	\$8.80		\$25,914
Vehicle Parts/Equipment and Accessories	77	\$42.91		\$126,332
Tire Purchase/Replacement	76	\$109.38		\$322,017
Vehicle Audio/Video Equipment and Installation	77	\$5.45		\$16,039
Vehicle Cleaning Products and Services	79	\$6.41		\$18,877
Services				
Auto Repair Service Policy	78	\$12.89		\$37,940
Membership Fees for Automobile Service Clubs	86	\$18.87		\$55,569
Global Positioning Services	81	\$2.05		\$6,027
Vehicle Air Conditioning Repair	83	\$14.55		\$42,836
Vehicle Body Work and Painting	82	\$31.25		\$91,996
Vehicle Brake Work	84	\$66.18		\$194,824
Vehicle Clutch/Transmission Repair	75	\$34.49		\$101,529
Vehicle Cooling System Repair	81	\$23.53		\$69,262
Vehicle Drive Shaft and Rear-end Repair	78	\$6.77		\$19,942
Vehicle Electrical System Repair	84	\$28.95		\$85,236
Vehicle Exhaust System Repair	86	\$11.57		\$34,052
Vehicle Front End Alignment/Wheel Balance & Rotation	81	\$14.97		\$44,081
Lube/Oil Change and Oil Filters	80	\$71.25		\$209,768
Vehicle Motor Repair/Replacement	78	\$71.98		\$211,900
Vehicle Motor Tune-up	79	\$49.03		\$144,340
Vehicle Shock Absorber Replacement	84	\$5.59		\$16,462
Vehicle Steering/Front End Repair	84	\$23.21		\$68,322
Tire Repair and Other Repair Work	83	\$54.14		\$159,394

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		26,583	27,482	
Households		10,595	10,987	
Families		7,408	7,642	
Median Age		40.6	40.5	
Median Household Income		\$69,820	\$79,782	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	113	\$5.37		\$56,860
Gasoline	120	\$3,377.79		\$35,787,098
Motor Oil	111	\$13.16		\$139,409
Vehicle Parts/Equipment and Accessories	117	\$65.17		\$690,465
Tire Purchase/Replacement	122	\$176.09		\$1,865,638
Vehicle Audio/Video Equipment and Installation	125	\$8.87		\$93,976
Vehicle Cleaning Products and Services	128	\$10.41		\$110,283
Services				
Auto Repair Service Policy	127	\$20.99		\$222,337
Membership Fees for Automobile Service Clubs	130	\$28.61		\$303,138
Global Positioning Services	131	\$3.32		\$35,212
Vehicle Air Conditioning Repair	131	\$23.00		\$243,677
Vehicle Body Work and Painting	127	\$48.37		\$512,506
Vehicle Brake Work	130	\$102.99		\$1,091,176
Vehicle Clutch/Transmission Repair	120	\$55.06		\$583,365
Vehicle Cooling System Repair	126	\$36.47		\$386,428
Vehicle Drive Shaft and Rear-end Repair	125	\$10.76		\$113,968
Vehicle Electrical System Repair	126	\$43.61		\$462,008
Vehicle Exhaust System Repair	130	\$17.39		\$184,296
Vehicle Front End Alignment/Wheel Balance & Rotation	125	\$23.24		\$246,176
Lube/Oil Change and Oil Filters	122	\$109.69		\$1,162,096
Vehicle Motor Repair/Replacement	125	\$114.94		\$1,217,766
Vehicle Motor Tune-up	129	\$79.95		\$847,090
Vehicle Shock Absorber Replacement	127	\$8.50		\$90,033
Vehicle Steering/Front End Repair	127	\$35.17		\$372,626
Tire Repair and Other Repair Work	128	\$83.37		\$883,264

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Automotive Aftermarket Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015	
Population		79,429	82,395	
Households		29,706	30,888	
Families		21,980	22,734	
Median Age		39.3	39.1	
Median Household Income		\$76,561	\$85,170	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	126	\$6.00		\$178,088
Gasoline	136	\$3,806.85		\$113,085,813
Motor Oil	125	\$14.79		\$439,495
Vehicle Parts/Equipment and Accessories	131	\$73.50		\$2,183,334
Tire Purchase/Replacement	139	\$200.44		\$5,954,386
Vehicle Audio/Video Equipment and Installation	147	\$10.39		\$308,788
Vehicle Cleaning Products and Services	146	\$11.91		\$353,861
Services				
Auto Repair Service Policy	146	\$24.06		\$714,751
Membership Fees for Automobile Service Clubs	143	\$31.45		\$934,114
Global Positioning Services	147	\$3.71		\$110,348
Vehicle Air Conditioning Repair	147	\$25.93		\$770,307
Vehicle Body Work and Painting	142	\$54.01		\$1,604,548
Vehicle Brake Work	145	\$114.92		\$3,413,859
Vehicle Clutch/Transmission Repair	137	\$63.19		\$1,877,204
Vehicle Cooling System Repair	142	\$41.27		\$1,225,836
Vehicle Drive Shaft and Rear-end Repair	143	\$12.32		\$366,103
Vehicle Electrical System Repair	141	\$48.65		\$1,445,153
Vehicle Exhaust System Repair	143	\$19.21		\$570,504
Vehicle Front End Alignment/Wheel Balance & Rotation	140	\$26.00		\$772,285
Lube/Oil Change and Oil Filters	137	\$122.93		\$3,651,658
Vehicle Motor Repair/Replacement	143	\$131.26		\$3,899,087
Vehicle Motor Tune-up	149	\$92.02		\$2,733,484
Vehicle Shock Absorber Replacement	142	\$9.50		\$282,268
Vehicle Steering/Front End Repair	141	\$38.99		\$1,158,317
Tire Repair and Other Repair Work	143	\$93.06		\$2,764,337

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Households		2,944	3,002
Families		1,431	1,439
Median Age		43.4	44.4
Median Household Income		\$42,764	\$51,410
		Spending Potential Index	Average Amount Spent
			Total
<b>Assets</b>			
<b>Market Value</b>			
Checking Accounts	83	\$4,847.64	\$14,271,786
Savings Accounts	83	\$10,950.24	\$32,238,246
U.S. Savings Bonds	83	\$342.20	\$1,007,463
Stocks, Bonds & Mutual Funds	82	\$32,011.04	\$94,242,650
<b>Annual Changes</b>			
Checking Accounts	65	\$169.91	\$500,217
Savings Accounts	87	\$340.38	\$1,002,107
U.S. Savings Bonds	72	\$1.71	\$5,042
<b>Earnings</b>			
Dividends, Royalties, Estates, Trusts	85	\$834.25	\$2,456,091
Interest from Savings Accounts or Bonds	86	\$789.10	\$2,323,157
Retirement Plan Contributions	75	\$1,032.11	\$3,038,608
<b>Liabilities</b>			
Original Mortgage Amount	71	\$15,286.50	\$45,004,485
Vehicle Loan Amount 1	74	\$2,013.59	\$5,928,154
<b>Amount Paid: Interest</b>			
Home Mortgage	72	\$3,325.36	\$9,790,093
Lump Sum Home Equity Loan	76	\$98.86	\$291,048
New Car/Truck/Van Loan	74	\$154.89	\$456,018
Used Car/Truck/Van Loan	75	\$122.41	\$360,373
<b>Amount Paid: Principal</b>			
Home Mortgage	72	\$1,430.12	\$4,210,381
Lump Sum Home Equity Loan	77	\$129.08	\$380,033
New Car/Truck/Van Loan	75	\$830.07	\$2,443,777
Used Car/Truck/Van Loan	75	\$571.10	\$1,681,344
Checking Account and Banking Service Charges	82	\$22.74	\$66,945
Finance Charges, excluding Mortgage/Vehicle	80	\$196.59	\$578,765

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Households		10,595	10,987
Families		7,408	7,642
Median Age		40.6	40.5
Median Household Income		\$69,820	\$79,782
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	133	\$7,761.25	\$82,229,147
Savings Accounts	133	\$17,537.19	\$185,803,470
U.S. Savings Bonds	135	\$556.66	\$5,897,746
Stocks, Bonds & Mutual Funds	143	\$55,536.28	\$588,397,241
Annual Changes			
Checking Accounts	141	\$366.58	\$3,883,880
Savings Accounts	131	\$512.71	\$5,432,049
U.S. Savings Bonds	207	\$4.94	\$52,334
Earnings			
Dividends, Royalties, Estates, Trusts	137	\$1,346.40	\$14,264,891
Interest from Savings Accounts or Bonds	135	\$1,238.31	\$13,119,651
Retirement Plan Contributions	137	\$1,879.46	\$19,912,550
Liabilities			
Original Mortgage Amount	137	\$29,507.03	\$312,621,891
Vehicle Loan Amount 1	119	\$3,226.82	\$34,187,582
Amount Paid: Interest			
Home Mortgage	137	\$6,363.21	\$67,417,110
Lump Sum Home Equity Loan	138	\$178.88	\$1,895,237
New Car/Truck/Van Loan	125	\$261.34	\$2,768,821
Used Car/Truck/Van Loan	114	\$185.78	\$1,968,301
Amount Paid: Principal			
Home Mortgage	137	\$2,713.36	\$28,747,593
Lump Sum Home Equity Loan	137	\$228.36	\$2,419,394
New Car/Truck/Van Loan	126	\$1,405.53	\$14,891,371
Used Car/Truck/Van Loan	115	\$869.13	\$9,208,273
Checking Account and Banking Service Charges	119	\$33.02	\$349,808
Finance Charges, excluding Mortgage/Vehicle	125	\$305.16	\$3,233,074

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**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Financial Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Households		29,706	30,888
Families		21,980	22,734
Median Age		39.3	39.1
Median Household Income		\$76,561	\$85,170
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	148	\$8,733.51	\$259,437,002
Savings Accounts	148	\$19,472.81	\$578,457,746
U.S. Savings Bonds	150	\$615.92	\$18,296,489
Stocks, Bonds & Mutual Funds	160	\$62,297.22	\$1,850,595,922
Annual Changes			
Checking Accounts	177	\$460.42	\$13,677,200
Savings Accounts	145	\$565.61	\$16,801,881
U.S. Savings Bonds	215	\$5.14	\$152,644
Earnings			
Dividends, Royalties, Estates, Trusts	152	\$1,494.21	\$44,386,790
Interest from Savings Accounts or Bonds	149	\$1,366.03	\$40,579,292
Retirement Plan Contributions	160	\$2,193.19	\$65,150,840
Liabilities			
Original Mortgage Amount	164	\$35,289.07	\$1,048,294,105
Vehicle Loan Amount 1	136	\$3,710.69	\$110,229,512
Amount Paid: Interest			
Home Mortgage	162	\$7,521.89	\$223,444,636
Lump Sum Home Equity Loan	158	\$204.81	\$6,084,216
New Car/Truck/Van Loan	144	\$301.99	\$8,970,958
Used Car/Truck/Van Loan	130	\$211.04	\$6,269,238
Amount Paid: Principal			
Home Mortgage	160	\$3,171.58	\$94,214,590
Lump Sum Home Equity Loan	154	\$258.01	\$7,664,374
New Car/Truck/Van Loan	146	\$1,620.45	\$48,137,090
Used Car/Truck/Van Loan	130	\$985.47	\$29,274,189
Checking Account and Banking Service Charges	135	\$37.42	\$1,111,519
Finance Charges, excluding Mortgage/Vehicle	141	\$345.99	\$10,277,819

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

**1 Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

2010 Housing Summary		2010 Demographic Summary		
Housing Units	3,231	Population	5,864	
2010-2015 Percent Change	4.11%	Households	2,944	
Percent Occupied	91.1%	Families	1,431	
Percent Owner HHs	47.0%	Median Age	43.4	
Median Home Value	\$130,566	Median Household Income	\$42,764	
		Spending Potential Index	Average Amount Spent	Total
Owned Dwellings		75	\$8,804.92	\$25,922,279
Mortgage Interest		72	\$3,325.36	\$9,790,093
Mortgage Principal		72	\$1,430.12	\$4,210,381
Property Taxes		81	\$1,791.69	\$5,274,865
Homeowners Insurance		75	\$338.19	\$995,640
Ground Rent		81	\$58.69	\$172,781
Maintenance and Remodeling Services		77	\$1,520.96	\$4,477,797
Maintenance and Remodeling Materials		71	\$262.22	\$771,992
Property Management and Security		92	\$78.34	\$230,627
Rented Dwellings		107	\$3,674.92	\$10,819,212
Rent		108	\$3,509.83	\$10,333,183
Rent Received as Pay		103	\$95.07	\$279,895
Renters' Insurance		106	\$13.77	\$40,547
Maintenance and Repair Services		89	\$18.80	\$55,349
Maintenance and Repair Materials		71	\$37.44	\$110,238
Owned Vacation Homes		81	\$377.27	\$1,110,722
Mortgage Payment		78	\$158.44	\$466,453
Property Taxes		86	\$96.70	\$284,704
Homeowners Insurance		88	\$12.99	\$38,258
Maintenance and Remodeling		81	\$94.61	\$278,542
Property Management and Security		85	\$14.53	\$42,765
Housing While Attending School		79	\$64.68	\$190,432
Household Operations		76	\$1,205.79	\$3,549,921
Child Care		74	\$341.63	\$1,005,771
Care for Elderly or Handicapped		100	\$71.97	\$211,872
Appliance Rental and Repair		80	\$19.51	\$57,423
Computer Information Services		80	\$195.57	\$575,772
Home Security System Services		77	\$20.16	\$59,360
Non-Apparel Household Laundry/Dry Cleaning		15	\$5.54	\$16,297
Housekeeping Services		80	\$121.88	\$358,836
Lawn and Garden		76	\$319.60	\$940,930
Moving/Storage/Freight Express		78	\$47.58	\$140,089
PC Repair (Personal Use)		81	\$7.14	\$21,024
Reupholstering/Furniture Repair		79	\$6.24	\$18,358
Termite/Pest Control		72	\$17.47	\$51,432
Water Softening Services		75	\$4.18	\$12,314
Internet Services Away from Home		81	\$2.17	\$6,386
Voice Over IP Service		96	\$6.39	\$18,803
Other Home Services (1)		84	\$19.14	\$56,348

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	82	\$3,700.49	\$10,894,487
Bottled Gas	69	\$46.49	\$136,879
Electricity	80	\$1,357.81	\$3,997,488
Fuel Oil	100	\$112.18	\$330,268
Natural Gas	88	\$573.30	\$1,687,820
Telephone Services	81	\$1,176.75	\$3,464,423
Water and Other Public Services	78	\$427.08	\$1,257,348
Coal/Wood/Other Fuel	70	\$6.03	\$17,750
<b>Housekeeping Supplies</b>	80	\$561.12	\$1,651,961
Laundry and Cleaning Supplies	79	\$150.46	\$442,957
Postage and Stationery	80	\$164.09	\$483,078
Other HH Products (2)	80	\$246.38	\$725,357
<b>Household Textiles</b>	78	\$104.43	\$307,462
Bathroom Linens	80	\$14.27	\$41,999
Bedroom Linens	79	\$49.24	\$144,960
Kitchen and Dining Room Linens	79	\$2.43	\$7,165
Curtains and Draperies	76	\$21.80	\$64,170
Slipcovers, Decorative Pillows	82	\$3.52	\$10,350
Materials for Slipcovers/Curtains	76	\$11.70	\$34,459
Other Linens	82	\$1.44	\$4,249
<b>Furniture</b>	78	\$467.27	\$1,375,662
Mattresses and Box Springs	78	\$61.84	\$182,061
Other Bedroom Furniture	76	\$81.17	\$238,976
Sofas	81	\$122.21	\$359,795
Living Room Tables and Chairs	79	\$65.55	\$192,988
Kitchen, Dining Room Furniture	77	\$47.79	\$140,683
Infant Furniture	78	\$8.68	\$25,556
Outdoor Furniture	77	\$20.53	\$60,445
Wall Units, Cabinets, Other Furniture (3)	75	\$59.33	\$174,659
<b>Major Appliances</b>	76	\$231.13	\$680,448
Dishwashers and Disposals	76	\$20.74	\$61,070
Refrigerators and Freezers	74	\$60.98	\$179,519
Clothes Washers	75	\$37.63	\$110,795
Clothes Dryers	77	\$29.28	\$86,197
Cooking Stoves and Ovens	77	\$36.22	\$106,641
Microwave Ovens	83	\$10.64	\$31,324
Window Air Conditioners	86	\$6.01	\$17,699
Electric Floor Cleaning Equipment	74	\$16.61	\$48,903
Sewing Machines and Miscellaneous Appliances	80	\$12.93	\$38,062

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	84	\$62.94	\$185,298
Housewares	70	\$60.63	\$178,487
Small Appliances	82	\$26.88	\$79,123
Window Coverings	70	\$27.34	\$80,487
Lamps and Other Lighting Fixtures	78	\$18.47	\$54,372
Infant Equipment	21	\$4.20	\$12,362
Rental of Furniture	95	\$4.42	\$13,012
Laundry and Cleaning Equipment	78	\$17.43	\$51,326
Closet and Storage Items	16	\$4.02	\$11,840
Luggage	77	\$7.16	\$21,068
Clocks and Other Household Decoratives	22	\$44.50	\$131,006
Telephones and Accessories	54	\$22.84	\$67,232
Telephone Answering Devices	80	\$0.67	\$1,983
Grills and Outdoor Equipment	19	\$10.17	\$29,938
Power Tools	70	\$22.42	\$66,019
Hand Tools	81	\$8.36	\$24,602
Office Furniture/Equipment for Home Use	76	\$12.42	\$36,558
Computers and Hardware for Home Use	80	\$153.30	\$451,331
Software and Accessories for Home Use	79	\$22.60	\$66,546
Other Household Items (4)	77	\$80.41	\$236,720

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

2010 Housing Summary		2010 Demographic Summary		
Housing Units	11,334	Population	26,583	
2010-2015 Percent Change	5.03%	Households	10,595	
Percent Occupied	93.5%	Families	7,408	
Percent Owner HHS	73.8%	Median Age	40.6	
Median Home Value	\$171,660	Median Household Income	\$69,820	
		Spending Potential	Average Amount	
		Index	Spent	
		Total		
Owned Dwellings		137	\$16,171.76	\$171,336,936
Mortgage Interest		137	\$6,363.21	\$67,417,110
Mortgage Principal		137	\$2,713.36	\$28,747,593
Property Taxes		139	\$3,072.65	\$32,554,201
Homeowners Insurance		130	\$585.20	\$6,200,091
Ground Rent		119	\$86.66	\$918,117
Maintenance and Remodeling Services		139	\$2,757.94	\$29,219,886
Maintenance and Remodeling Materials		127	\$471.93	\$4,999,981
Property Management and Security		142	\$121.11	\$1,283,140
Rented Dwellings		99	\$3,409.02	\$36,117,986
Rent		99	\$3,233.73	\$34,260,776
Rent Received as Pay		91	\$83.17	\$881,223
Renters' Insurance		109	\$14.27	\$151,148
Maintenance and Repair Services		98	\$20.71	\$219,396
Maintenance and Repair Materials		108	\$57.15	\$605,443
Owned Vacation Homes		144	\$671.07	\$7,109,855
Mortgage Payment		145	\$294.91	\$3,124,492
Property Taxes		144	\$162.31	\$1,719,621
Homeowners Insurance		144	\$21.28	\$225,444
Maintenance and Remodeling		144	\$167.77	\$1,777,476
Property Management and Security		145	\$24.81	\$262,821
Housing While Attending School		140	\$113.69	\$1,204,516
Household Operations		127	\$2,006.99	\$21,263,688
Child Care		128	\$594.07	\$6,294,072
Care for Elderly or Handicapped		142	\$102.79	\$1,089,029
Appliance Rental and Repair		130	\$31.72	\$336,036
Computer Information Services		126	\$306.17	\$3,243,835
Home Security System Services		137	\$35.77	\$378,951
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.22	\$65,878
Housekeeping Services		137	\$209.70	\$2,221,730
Lawn and Garden		130	\$545.64	\$5,780,937
Moving/Storage/Freight Express		120	\$72.99	\$773,347
PC Repair (Personal Use)		122	\$10.74	\$113,831
Reupholstering/Furniture Repair		137	\$10.90	\$115,506
Termite/Pest Control		128	\$31.07	\$329,163
Water Softening Services		108	\$6.05	\$64,136
Internet Services Away from Home		129	\$3.43	\$36,385
Voice Over IP Service		132	\$8.83	\$93,561
Other Home Services (1)		136	\$31.05	\$328,918

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	123	\$5,590.18	\$59,226,955
Bottled Gas	99	\$66.89	\$708,643
Electricity	121	\$2,054.33	\$21,765,297
Fuel Oil	132	\$148.00	\$1,567,992
Natural Gas	133	\$869.75	\$9,214,799
Telephone Services	121	\$1,744.31	\$18,480,674
Water and Other Public Services	128	\$698.49	\$7,400,330
Coal/Wood/Other Fuel	94	\$8.10	\$85,792
<b>Housekeeping Supplies</b>	123	\$865.62	\$9,171,041
Laundry and Cleaning Supplies	121	\$230.03	\$2,437,104
Postage and Stationery	125	\$255.30	\$2,704,910
Other HH Products (2)	124	\$380.21	\$4,028,275
<b>Household Textiles</b>	127	\$168.95	\$1,790,031
Bathroom Linens	125	\$22.14	\$234,577
Bedroom Linens	126	\$77.88	\$825,128
Kitchen and Dining Room Linens	129	\$3.97	\$42,081
Curtains and Draperies	131	\$37.90	\$401,566
Slipcovers, Decorative Pillows	128	\$5.48	\$58,069
Materials for Slipcovers/Curtains	126	\$19.28	\$204,266
Other Linens	130	\$2.28	\$24,192
<b>Furniture</b>	129	\$774.54	\$8,206,168
Mattresses and Box Springs	124	\$99.06	\$1,049,493
Other Bedroom Furniture	125	\$134.37	\$1,423,664
Sofas	129	\$196.10	\$2,077,661
Living Room Tables and Chairs	130	\$108.12	\$1,145,551
Kitchen, Dining Room Furniture	130	\$80.73	\$855,355
Infant Furniture	127	\$14.18	\$150,215
Outdoor Furniture	141	\$37.48	\$397,104
Wall Units, Cabinets, Other Furniture (3)	131	\$104.43	\$1,106,397
<b>Major Appliances</b>	125	\$380.35	\$4,029,745
Dishwashers and Disposals	130	\$35.58	\$376,914
Refrigerators and Freezers	124	\$102.03	\$1,080,978
Clothes Washers	125	\$62.43	\$661,482
Clothes Dryers	125	\$47.88	\$507,260
Cooking Stoves and Ovens	130	\$61.33	\$649,775
Microwave Ovens	126	\$16.03	\$169,869
Window Air Conditioners	109	\$7.67	\$81,244
Electric Floor Cleaning Equipment	119	\$26.70	\$282,934
Sewing Machines and Miscellaneous Appliances	128	\$20.67	\$218,944

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	137	\$102.99	\$1,091,170
Housewares	110	\$94.95	\$1,005,995
Small Appliances	124	\$40.71	\$431,319
Window Coverings	138	\$53.84	\$570,406
Lamps and Other Lighting Fixtures	133	\$31.29	\$331,544
Infant Equipment	32	\$6.55	\$69,357
Rental of Furniture	100	\$4.61	\$48,871
Laundry and Cleaning Equipment	122	\$27.12	\$287,365
Closet and Storage Items	26	\$6.45	\$68,314
Luggage	132	\$12.25	\$129,744
Clocks and Other Household Decoratives	37	\$76.66	\$812,252
Telephones and Accessories	83	\$35.21	\$373,050
Telephone Answering Devices	123	\$1.03	\$10,956
Grills and Outdoor Equipment	34	\$18.18	\$192,574
Power Tools	114	\$36.49	\$386,637
Hand Tools	120	\$12.43	\$131,736
Office Furniture/Equipment for Home Use	132	\$21.61	\$228,974
Computers and Hardware for Home Use	125	\$240.20	\$2,544,909
Software and Accessories for Home Use	126	\$36.01	\$381,529
Other Household Items (4)	125	\$129.56	\$1,372,633

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

2010 Housing Summary		2010 Demographic Summary		
Housing Units	31,541	Population	79,429	
2010-2015 Percent Change	5.00%	Households	29,706	
Percent Occupied	94.2%	Families	21,980	
Percent Owner HHs	78.5%	Median Age	39.3	
Median Home Value	\$176,121	Median Household Income	\$76,561	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
Owned Dwellings		159	\$18,750.77	\$557,008,811
Mortgage Interest		162	\$7,521.89	\$223,444,636
Mortgage Principal		160	\$3,171.58	\$94,214,590
Property Taxes		156	\$3,449.74	\$102,477,654
Homeowners Insurance		148	\$664.39	\$19,736,347
Ground Rent		129	\$93.96	\$2,791,310
Maintenance and Remodeling Services		160	\$3,174.16	\$94,291,298
Maintenance and Remodeling Materials		146	\$542.10	\$16,103,542
Property Management and Security		156	\$133.11	\$3,954,164
Rented Dwellings		103	\$3,549.39	\$105,437,831
Rent		103	\$3,360.16	\$99,816,623
Rent Received as Pay		91	\$83.22	\$2,472,036
Renters' Insurance		115	\$15.05	\$447,016
Maintenance and Repair Services		106	\$22.38	\$664,682
Maintenance and Repair Materials		129	\$68.59	\$2,037,475
Owned Vacation Homes		165	\$767.13	\$22,788,421
Mortgage Payment		168	\$342.08	\$10,161,673
Property Taxes		160	\$180.73	\$5,368,706
Homeowners Insurance		159	\$23.56	\$699,904
Maintenance and Remodeling		166	\$192.83	\$5,728,114
Property Management and Security		163	\$27.94	\$830,023
Housing While Attending School		158	\$128.87	\$3,828,287
Household Operations		147	\$2,312.84	\$68,704,968
Child Care		154	\$711.97	\$21,149,720
Care for Elderly or Handicapped		149	\$107.57	\$3,195,501
Appliance Rental and Repair		146	\$35.61	\$1,057,712
Computer Information Services		142	\$346.93	\$10,305,835
Home Security System Services		158	\$41.38	\$1,229,295
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.54	\$194,138
Housekeeping Services		159	\$242.78	\$7,212,054
Lawn and Garden		148	\$620.40	\$18,429,419
Moving/Storage/Freight Express		139	\$84.35	\$2,505,678
PC Repair (Personal Use)		137	\$12.07	\$358,471
Reupholstering/Furniture Repair		158	\$12.56	\$373,226
Termite/Pest Control		149	\$36.20	\$1,075,364
Water Softening Services		115	\$6.47	\$192,081
Internet Services Away from Home		147	\$3.92	\$116,307
Voice Over IP Service		143	\$9.54	\$283,486
Other Home Services (1)		151	\$34.63	\$1,028,704

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	137	\$6,221.67	\$184,820,539
Bottled Gas	104	\$70.58	\$2,096,694
Electricity	135	\$2,297.27	\$68,242,486
Fuel Oil	133	\$148.94	\$4,424,380
Natural Gas	146	\$951.21	\$28,256,703
Telephone Services	135	\$1,949.85	\$57,921,960
Water and Other Public Services	145	\$795.23	\$23,622,922
Coal/Wood/Other Fuel	98	\$8.46	\$251,353
<b>Housekeeping Supplies</b>	139	\$971.44	\$28,857,614
Laundry and Cleaning Supplies	136	\$259.36	\$7,704,606
Postage and Stationery	140	\$285.79	\$8,489,726
Other HH Products (2)	139	\$426.26	\$12,662,423
<b>Household Textiles</b>	145	\$192.45	\$5,716,976
Bathroom Linens	141	\$25.10	\$745,542
Bedroom Linens	143	\$88.86	\$2,639,723
Kitchen and Dining Room Linens	146	\$4.51	\$134,093
Curtains and Draperies	151	\$43.63	\$1,296,023
Slipcovers, Decorative Pillows	145	\$6.23	\$184,952
Materials for Slipcovers/Curtains	141	\$21.54	\$639,866
Other Linens	147	\$2.58	\$76,585
<b>Furniture</b>	149	\$892.77	\$26,520,532
Mattresses and Box Springs	142	\$113.58	\$3,373,963
Other Bedroom Furniture	147	\$157.41	\$4,676,102
Sofas	147	\$223.36	\$6,634,994
Living Room Tables and Chairs	148	\$122.85	\$3,649,377
Kitchen, Dining Room Furniture	151	\$93.57	\$2,779,492
Infant Furniture	147	\$16.42	\$487,657
Outdoor Furniture	162	\$43.12	\$1,280,947
Wall Units, Cabinets, Other Furniture (3)	154	\$122.44	\$3,637,099
<b>Major Appliances</b>	143	\$432.41	\$12,845,104
Dishwashers and Disposals	148	\$40.62	\$1,206,633
Refrigerators and Freezers	143	\$117.14	\$3,479,708
Clothes Washers	143	\$71.62	\$2,127,430
Clothes Dryers	143	\$54.59	\$1,621,765
Cooking Stoves and Ovens	147	\$69.61	\$2,067,973
Microwave Ovens	140	\$17.88	\$531,016
Window Air Conditioners	115	\$8.07	\$239,624
Electric Floor Cleaning Equipment	134	\$30.14	\$895,484
Sewing Machines and Miscellaneous Appliances	141	\$22.72	\$675,061

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## House and Home Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

[www.ClermontCountyOhio.biz](http://www.ClermontCountyOhio.biz)

Latitude: 39.17546  
Longitude: -84.28184

	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Floor Coverings	154	\$115.34	\$3,426,405
Housewares	126	\$108.12	\$3,211,669
Small Appliances	138	\$45.37	\$1,347,688
Window Coverings	166	\$64.54	\$1,917,337
Lamps and Other Lighting Fixtures	152	\$35.89	\$1,066,229
Infant Equipment	38	\$7.65	\$227,294
Rental of Furniture	104	\$4.83	\$143,443
Laundry and Cleaning Equipment	137	\$30.61	\$909,313
Closet and Storage Items	29	\$7.30	\$216,945
Luggage	153	\$14.13	\$419,767
Clocks and Other Household Decoratives	43	\$87.72	\$2,605,703
Telephones and Accessories	95	\$40.54	\$1,204,283
Telephone Answering Devices	138	\$1.16	\$34,325
Grills and Outdoor Equipment	40	\$21.14	\$628,079
Power Tools	130	\$41.48	\$1,232,223
Hand Tools	136	\$14.04	\$417,065
Office Furniture/Equipment for Home Use	154	\$25.16	\$747,329
Computers and Hardware for Home Use	143	\$274.33	\$8,149,231
Software and Accessories for Home Use	145	\$41.21	\$1,224,298
Other Household Items (4)	141	\$146.45	\$4,350,316

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

**(4) Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Households		2,944	3,002
Families		1,431	1,439
Median Household Income		\$42,764	\$51,410
Males per 100 Females		82.9	83.8
Population By Age			
Population <5 Years		5.8%	5.6%
Population 5-17 Years		13.4%	13.3%
Population 65+ Years		23.1%	24.7%
Median Age		43.4	44.4
		Spending Potential Index	Average Amount Spent
			Total
<b>Health Care</b>		83	\$3,103.86
<b>Medical Care</b>		82	\$1,467.03
Physician Services	77	\$175.54	\$516,791
Dental Services	82	\$266.29	\$783,985
Eyecare Services	79	\$39.52	\$116,356
Lab Tests, X-Rays	75	\$41.40	\$121,873
Hospital Room and Hospital Services	77	\$105.25	\$309,877
Convalescent or Nursing Home Care	109	\$25.25	\$74,335
Other Medical services (1)	77	\$86.10	\$253,482
Nonprescription Drugs	79	\$81.54	\$240,050
Prescription Drugs	84	\$419.63	\$1,235,410
Nonprescription Vitamins	83	\$47.23	\$139,041
Medicare Prescription Drug Premium	100	\$49.43	\$145,535
Eyeglasses and Contact Lenses	81	\$61.95	\$182,387
Hearing Aids	89	\$19.44	\$57,245
Medical Equipment for General Use	78	\$4.94	\$14,549
Other Medical Supplies (2)	85	\$43.70	\$128,665
<b>Health Insurance</b>		85	\$1,636.33
Blue Cross/Blue Shield	80	\$449.97	\$1,324,749
Commercial Health Insurance	78	\$292.26	\$860,429
Health Maintenance Organization	81	\$269.12	\$792,295
Medicare Payments	97	\$402.26	\$1,184,268
Long Term Care Insurance	87	\$72.43	\$213,243
Other Health Insurance (3)	89	\$149.74	\$440,856

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Households		10,595	10,987
Families		7,408	7,642
Median Household Income		\$69,820	\$79,782
Males per 100 Females		91.9	92.3
Population By Age			
Population <5 Years		6.5%	6.3%
Population 5-17 Years		18.2%	18.1%
Population 65+ Years		15.1%	17.0%
Median Age		40.6	40.5
		Spending Potential Index	Average Amount Spent
			Total
<b>Health Care</b>		124	\$4,617.68
			\$48,923,503
<b>Medical Care</b>		124	\$2,217.62
			\$23,495,294
Physician Services	123	\$279.82	\$2,964,627
Dental Services	129	\$419.45	\$4,444,016
Eyecare Services	124	\$62.14	\$658,333
Lab Tests, X-Rays	121	\$66.47	\$704,239
Hospital Room and Hospital Services	121	\$165.56	\$1,754,085
Convalescent or Nursing Home Care	134	\$30.85	\$326,879
Other Medical services (1)	126	\$141.41	\$1,498,215
Nonprescription Drugs	119	\$122.23	\$1,295,021
Prescription Drugs	121	\$603.79	\$6,397,041
Nonprescription Vitamins	124	\$70.34	\$745,188
Medicare Prescription Drug Premium	117	\$57.98	\$614,296
Eyeglasses and Contact Lenses	129	\$99.05	\$1,049,408
Hearing Aids	119	\$25.93	\$274,765
Medical Equipment for General Use	126	\$7.97	\$84,398
Other Medical Supplies (2)	126	\$64.70	\$685,497
<b>Health Insurance</b>		124	\$2,399.88
			\$25,426,275
Blue Cross/Blue Shield	126	\$704.81	\$7,467,299
Commercial Health Insurance	128	\$478.89	\$5,073,717
Health Maintenance Organization	127	\$421.70	\$4,467,865
Medicare Payments	119	\$490.10	\$5,192,562
Long Term Care Insurance	130	\$108.33	\$1,147,726
Other Health Insurance (3)	116	\$195.85	\$2,075,008

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Medical Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Households		29,706	30,888
Families		21,980	22,734
Median Household Income		\$76,561	\$85,170
Males per 100 Females		93.9	94.1
<b>Population By Age</b>			
Population <5 Years		7.0%	6.8%
Population 5-17 Years		19.4%	19.2%
Population 65+ Years		12.4%	14.1%
Median Age		39.3	39.1
	Spending Potential Index	Average Amount Spent	Total
<b>Health Care</b>	136	\$5,080.19	\$150,911,611
<b>Medical Care</b>	137	\$2,453.34	\$72,878,626
Physician Services	140	\$316.99	\$9,416,515
Dental Services	144	\$468.27	\$13,910,347
Eyecare Services	140	\$70.13	\$2,083,381
Lab Tests, X-Rays	136	\$74.97	\$2,227,024
Hospital Room and Hospital Services	137	\$188.03	\$5,585,639
Convalescent or Nursing Home Care	138	\$31.86	\$946,287
Other Medical services (1)	142	\$159.18	\$4,728,577
Nonprescription Drugs	132	\$136.55	\$4,056,273
Prescription Drugs	131	\$653.44	\$19,411,136
Nonprescription Vitamins	137	\$77.66	\$2,306,820
Medicare Prescription Drug Premium	117	\$58.10	\$1,725,829
Eyeglasses and Contact Lenses	144	\$110.90	\$3,294,286
Hearing Aids	124	\$26.87	\$798,055
Medical Equipment for General Use	145	\$9.19	\$273,142
Other Medical Supplies (2)	139	\$71.24	\$2,116,147
<b>Health Insurance</b>	136	\$2,626.77	\$78,030,598
Blue Cross/Blue Shield	140	\$787.25	\$23,386,072
Commercial Health Insurance	146	\$544.58	\$16,177,126
Health Maintenance Organization	142	\$474.68	\$14,100,800
Medicare Payments	120	\$497.20	\$14,769,852
Long Term Care Insurance	140	\$117.29	\$3,484,327
Other Health Insurance (3)	122	\$205.67	\$6,109,725

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Services** includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

**(2) Other Medical Supplies** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst





CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

## Recreation Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		5,864	5,949
Households		2,944	3,002
Families		1,431	1,439
Median Age		43.4	44.4
Median Household Income		\$42,764	\$51,410
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	80	\$494.27	\$1,455,151
Admission to Movies, Theater, Opera, Ballet	81	\$122.99	\$362,091
Admission to Sporting Events, excl.Trips	78	\$46.49	\$136,883
Fees for Participant Sports, excl.Trips	80	\$84.83	\$249,743
Fees for Recreational Lessons	77	\$104.50	\$307,668
Membership Fees for Social/Recreation/Civic Clubs	82	\$134.74	\$396,672
Dating Services	92	\$0.71	\$2,095
Rental of Video Cassettes and DVDs	79	\$32.73	\$96,347
<b>Toys &amp; Games</b>	78	\$114.18	\$336,166
Toys and Playground Equipment	78	\$110.52	\$325,378
Play Arcade Pinball/Video Games	90	\$1.71	\$5,020
Online Entertainment and Games	83	\$1.92	\$5,650
<b>Recreational Vehicles and Fees</b>	67	\$215.66	\$634,911
Docking and Landing Fees for Boats and Planes	83	\$5.88	\$17,305
Camp Fees	75	\$21.75	\$64,026
Purchase of RVs or Boats	65	\$181.58	\$534,586
Rental of RVs or Boats	74	\$6.37	\$18,762
<b>Sports, Recreation and Exercise Equipment</b>	59	\$107.57	\$316,682
Exercise Equipment and Gear, Game Tables	62	\$51.24	\$150,847
Bicycles	80	\$15.84	\$46,635
Camping Equipment	30	\$4.37	\$12,879
Hunting and Fishing Equipment	43	\$16.68	\$49,113
Winter Sports Equipment	68	\$4.40	\$12,951
Water Sports Equipment	72	\$4.80	\$14,130
Other Sports Equipment	78	\$7.37	\$21,704
Rental/Repair of Sports/Recreation/Exercise Equipment	71	\$2.82	\$8,309
<b>Photographic Equipment and Supplies</b>	78	\$80.36	\$236,575
Film	78	\$5.76	\$16,947
Film Processing	78	\$17.44	\$51,344
Photographic Equipment	79	\$33.77	\$99,412
Photographer Fees/Other Supplies & Equip Rental/Repair	76	\$23.37	\$68,805
<b>Reading</b>	85	\$131.46	\$387,017
Magazine/Newspaper Subscriptions	87	\$55.19	\$162,487
Magazine/Newspaper Single Copies	88	\$16.87	\$49,673
Books	82	\$59.35	\$174,718

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		26,583	27,482
Households		10,595	10,987
Families		7,408	7,642
Median Age		40.6	40.5
Median Household Income		\$69,820	\$79,782
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	136	\$841.35	\$8,913,950
Admission to Movies, Theater, Opera, Ballet	130	\$197.59	\$2,093,460
Admission to Sporting Events, excl.Trips	136	\$81.22	\$860,536
Fees for Participant Sports, excl.Trips	134	\$143.20	\$1,517,129
Fees for Recreational Lessons	141	\$192.92	\$2,043,916
Membership Fees for Social/Recreation/Civic Clubs	138	\$225.50	\$2,389,147
Dating Services	120	\$0.92	\$9,762
Rental of Video Cassettes and DVDs	122	\$50.22	\$532,036
<b>Toys &amp; Games</b>	124	\$180.17	\$1,908,881
Toys and Playground Equipment	124	\$174.97	\$1,853,727
Play Arcade Pinball/Video Games	127	\$2.39	\$25,334
Online Entertainment and Games	121	\$2.80	\$29,660
<b>Recreational Vehicles and Fees</b>	122	\$393.04	\$4,164,225
Docking and Landing Fees for Boats and Planes	144	\$10.19	\$107,982
Camp Fees	143	\$41.17	\$436,165
Purchase of RVs or Boats	119	\$330.35	\$3,499,949
Rental of RVs or Boats	132	\$11.30	\$119,749
<b>Sports, Recreation and Exercise Equipment</b>	100	\$181.15	\$1,919,260
Exercise Equipment and Gear, Game Tables	107	\$87.38	\$925,810
Bicycles	131	\$25.85	\$273,917
Camping Equipment	51	\$7.30	\$77,371
Hunting and Fishing Equipment	72	\$27.57	\$292,052
Winter Sports Equipment	120	\$7.78	\$82,430
Water Sports Equipment	122	\$8.13	\$86,148
Other Sports Equipment	127	\$12.04	\$127,524
Rental/Repair of Sports/Recreation/Exercise Equipment	127	\$5.08	\$53,839
<b>Photographic Equipment and Supplies</b>	128	\$132.68	\$1,405,771
Film	120	\$8.84	\$93,621
Film Processing	125	\$28.09	\$297,632
Photographic Equipment	129	\$55.03	\$583,049
Photographer Fees/Other Supplies & Equip Rental/Repair	132	\$40.72	\$431,372
<b>Reading</b>	130	\$200.81	\$2,127,555
Magazine/Newspaper Subscriptions	132	\$83.70	\$886,823
Magazine/Newspaper Single Copies	123	\$23.49	\$248,854
Books	129	\$93.60	\$991,699

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**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO  
ECONOMIC DEVELOPMENT

# Recreation Expenditures

Milford - Lila Avenue  
855 STHY 50, Milford, OH, 45150  
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.17546  
Longitude: -84.28184

Demographic Summary		2010	2015
Population		79,429	82,395
Households		29,706	30,888
Families		21,980	22,734
Median Age		39.3	39.1
Median Household Income		\$76,561	\$85,170
	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment/Recreation Fees and Admissions</b>	157	\$969.02	\$28,785,677
Admission to Movies, Theater, Opera, Ballet	149	\$226.02	\$6,714,127
Admission to Sporting Events, excl.Trips	159	\$94.47	\$2,806,229
Fees for Participant Sports, excl.Trips	154	\$164.32	\$4,881,146
Fees for Recreational Lessons	166	\$226.19	\$6,719,286
Membership Fees for Social/Recreation/Civic Clubs	157	\$257.03	\$7,635,423
Dating Services	129	\$0.99	\$29,466
Rental of Video Cassettes and DVDs	140	\$57.57	\$1,710,195
<b>Toys &amp; Games</b>	141	\$205.41	\$6,101,875
Toys and Playground Equipment	141	\$199.62	\$5,929,772
Play Arcade Pinball/Video Games	136	\$2.58	\$76,547
Online Entertainment and Games	138	\$3.21	\$95,387
<b>Recreational Vehicles and Fees</b>	142	\$457.34	\$13,585,758
Docking and Landing Fees for Boats and Planes	162	\$11.46	\$340,401
Camp Fees	166	\$47.75	\$1,418,514
Purchase of RVs or Boats	138	\$384.84	\$11,431,946
Rental of RVs or Boats	155	\$13.28	\$394,491
<b>Sports, Recreation and Exercise Equipment</b>	116	\$209.47	\$6,222,430
Exercise Equipment and Gear, Game Tables	124	\$101.40	\$3,012,129
Bicycles	151	\$29.81	\$885,489
Camping Equipment	59	\$8.56	\$254,383
Hunting and Fishing Equipment	82	\$31.53	\$936,722
Winter Sports Equipment	144	\$9.28	\$275,730
Water Sports Equipment	137	\$9.16	\$272,115
Other Sports Equipment	145	\$13.75	\$408,605
Rental/Repair of Sports/Recreation/Exercise Equipment	149	\$5.96	\$177,074
<b>Photographic Equipment and Supplies</b>	147	\$152.17	\$4,520,239
Film	133	\$9.84	\$292,242
Film Processing	141	\$31.73	\$942,524
Photographic Equipment	148	\$63.39	\$1,883,181
Photographer Fees/Other Supplies & Equip Rental/Repair	153	\$47.20	\$1,402,174
<b>Reading</b>	144	\$222.76	\$6,617,149
Magazine/Newspaper Subscriptions	144	\$91.40	\$2,715,115
Magazine/Newspaper Single Copies	133	\$25.46	\$756,415
Books	146	\$105.88	\$3,145,359

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March 27, 2012

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